



SHIRE OF
MANJIMUP



SHIRE OF MANJIMUP
**TOWN
BLUEPRINTS**

QUINNINUP 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

CONTENTS

	PAGE
PART 1: ABOUT THE COMMUNITY BLUEPRINTS • The role of the Community Blueprints • Five distinct communities, one shared future • Working together for a resilient future	3 - 6
PART 2: THE SHIRE OF MANJIMUP • About the Shire • Economy • Enabling sustainable future growth	7 - 12
PART 3: STAKEHOLDER AND COMMUNITY ENGAGEMENT • Engagement reach and approach • Key insights	13 - 17
PART 4: QUINNINUP COMMUNITY BLUEPRINT • Current state and future vision • Economy • Climate and environment • Urban Form • Community • How community can make an impact	18 - 40 19 - 21 22 - 26 27 - 29 30 - 34 35 - 37 38





PART 1

ABOUT THE 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 Quininnup. 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

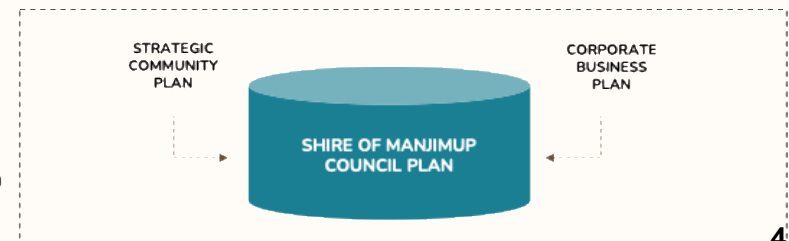
This diagram demonstrates the relationship between the Community Blueprints (this document) and Council-led strategic planning.

- 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.

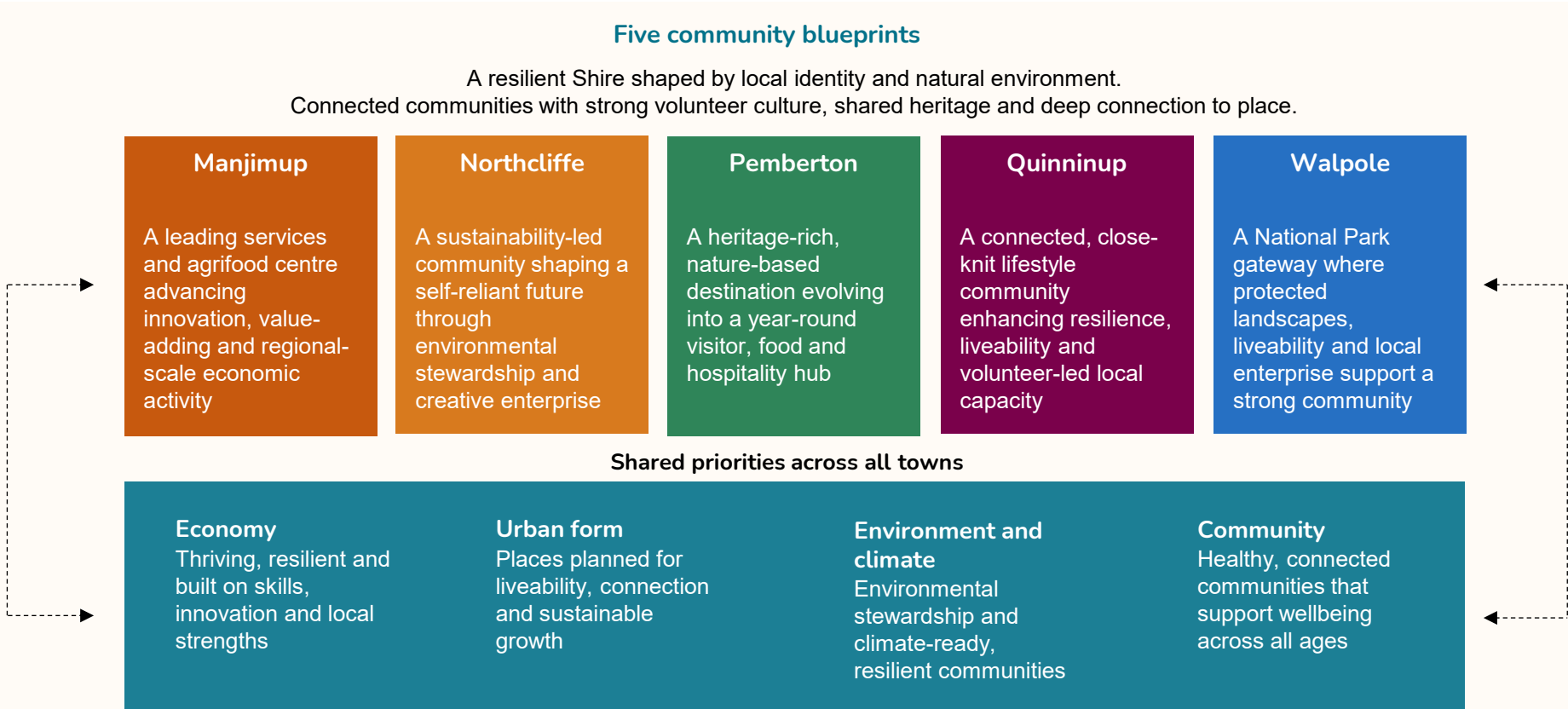


SHIRE OF MANJIMUP COMMUNITY BLUEPRINTS

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.



SHIRE OF MANJIMUP COMMUNITY BLUEPRINTS

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.

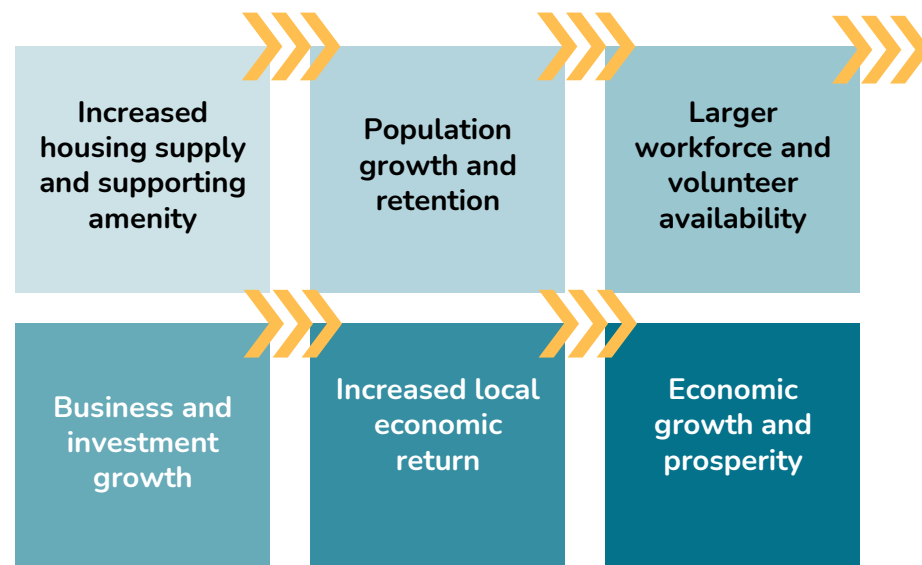
More broadly, settlement patterns across Western Australia are shifting. More people are seeking regional lifestyles, flexible work is reshaping where people can live and towns offering amenity, affordability and strong identity are increasingly competitive.

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

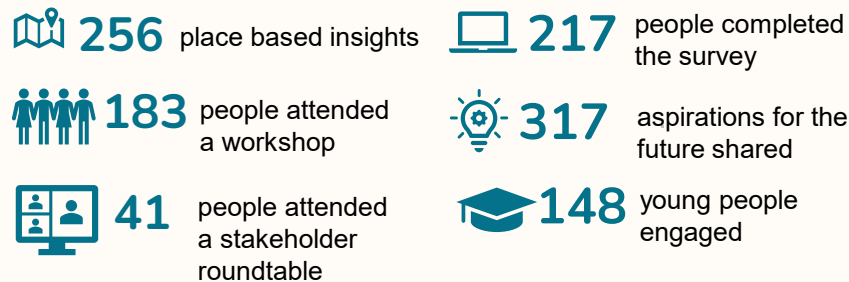
COMMUNITY INFORMED, COMMUNITY OWNED

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

QUINNINUP COMMUNITY BLUEPRINT

QUINNINUP 2025

Quinninup is a small Hamlet nestled amongst ancient Karri forests in Western Australia's Southern Forests region, where bushland, wildlife and unique flora - including rare, endemic orchids - shape daily life and sense of place.

Just 25 minutes from Manjimup and Pemberton, Quinninup sits along the historic Warren Blackwood Stock Route, with Karri Lake and surrounding National Parks forming a natural backdrop for the community.

The town's history is deeply tied to its former timber mill, which once supported more than 250 workers and shaped the settlement of today. Many of the original mill houses and community buildings, as well as the Quinninup Tavern continue to anchor Quinninup's character, offering a welcoming meeting place for locals and visitors.

Community life in Quinninup is led by the Quinninup Community Association (QCA), which helps steward shared spaces, coordinate local initiatives and host hallmark events such as the Quinninup Fair.

This strong culture of volunteering and connection underpins local identity, ensuring Quinninup thrives as a warm, active and resilient community surrounded by one of Western Australia's most remarkable natural landscapes.

Population: Approx. 227

- Population is expected to decrease over the coming years with a negative growth rate attributed to an aging population.

Average Age: 56 years**Born overseas:** 39.5%**Household Structure:**

- Family household: 71%
- Lone person household: 29%
- Group household: 0%

Occupation:

- Managers: 20.5%
- Community and personal service workers 17.9%
- Professionals: 15.4%
- Technicians and trades: 14.1%
- Labourers: 12.8%
- Clerical and admin: 9%
- Machinery operators and drivers 6.4%
- Sales: 3.9%

Industry of employment:

- Agriculture, Forestry and Fishing: 17.8%
- Accommodation and food services: 17.8%
- Education and training 13.7%
- Public administration and safety: 13.7%
- Other: 12.3%
- Construction 11%
- Healthcare and social assistance: 9.6%
- Manufacturing 4.1%
- Retail trade: 0%

Income:

- Ave income (15-64yo): N/A
- Ave household income: N/A
- SEIFA index (weighted avg): 973*

Source: ABS

* Note: Quinninup catchment displays data from only the suburb of Quinninup, apart from population.

*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

Surrounded by nature, we are a peaceful and proud community grounded in cooperation, connection and shared stewardship.

Life in Quinninup is simple, tranquil and shaped by its forest surrounds.

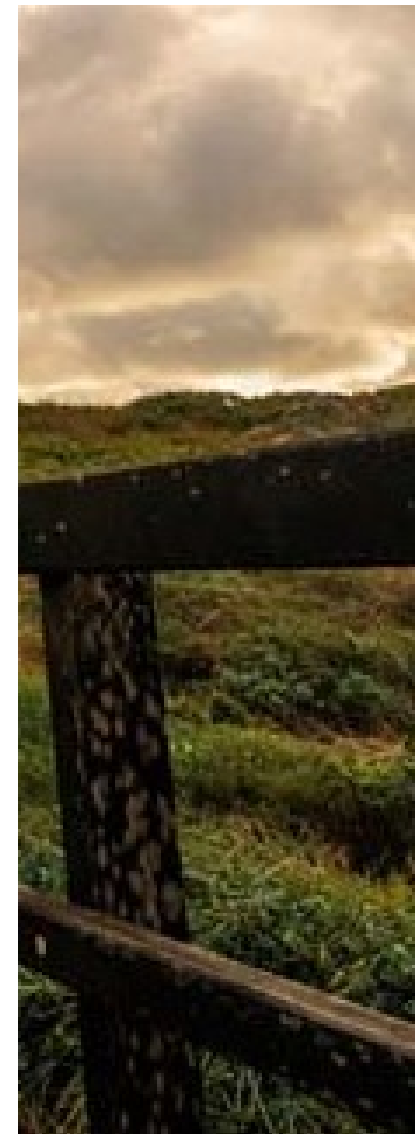
We are a small settlement with a big soul - quiet, resilient and deeply connected to the towering Karri that frame everyday life. A sense of belonging and the ability to shape our own place is central to why we live here.

Community is the heartbeat of our town. Neighbours know one another, look out for one another and share the rhythms of bush living. Volunteers drive events, care for shared spaces, welcome visitors and ensure Quinninup retains the warmth and cohesion that gives it a presence greater than its small population.

The landscape is ever-present. Forest light, native birds, walking trails and quiet bushland are woven into our daily routines, and we are committed to maintaining this into the future.

Quinninup's small size is its strength. It supports genuine relationships, relaxed living and decisions grounded in local values. With improved telecommunications, stronger infrastructure and respectful, small-scale enterprise, our town can grow while staying true to what we cherish.

Looking ahead, Quinninup can continue as a caring lifestyle community where simplicity, resilience and connection guide the future.





OUR VISION – QUINNINUP 2045

A connected, close-knit lifestyle community enhancing resilience, liveability and volunteer-led local capacity.

Quinninup's future is sustained by respectful connection to nature.

Improved services, strong local assets and community leadership support daily life while protecting its small-settlement character.

ECONOMY

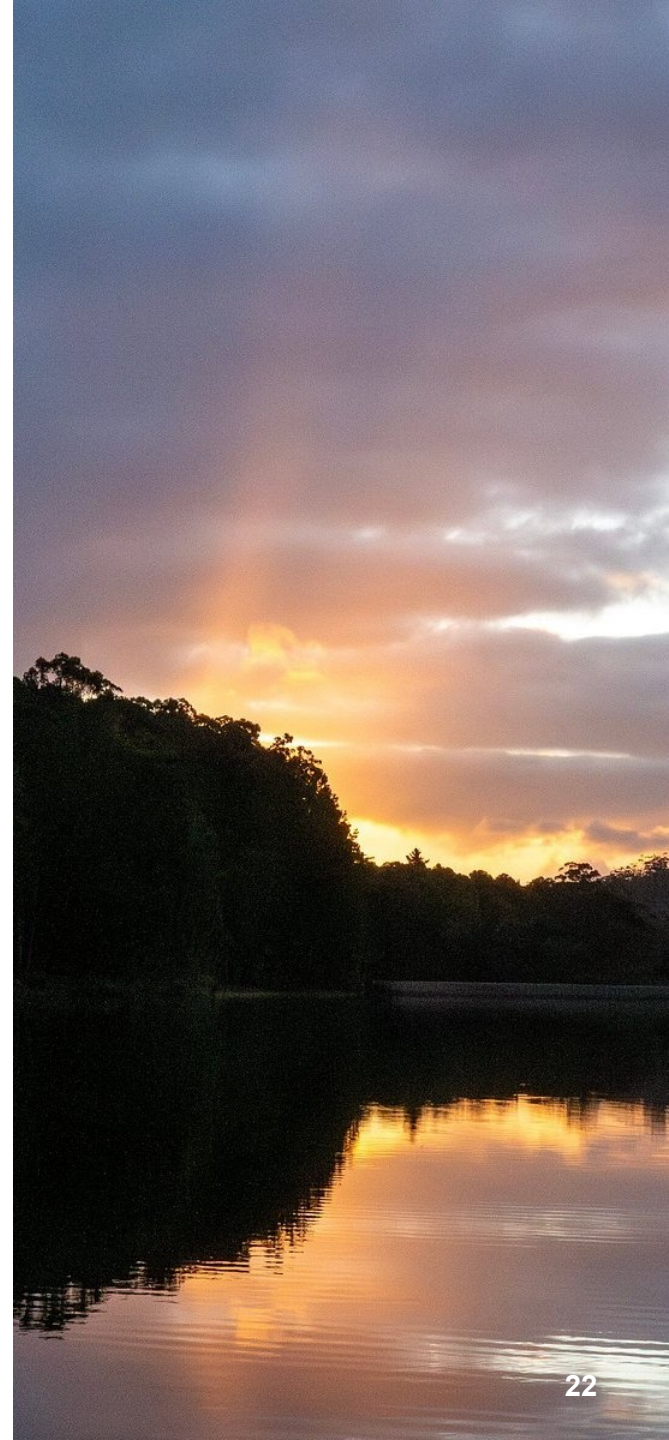
Quinninup's economy is shaped by its rural setting, with agriculture, timber and small-scale tourism forming the town's main economic activities.

The local economy produces an estimated \$23 million each year, which is around 2% of the Shire's total output. Agriculture, forestry and fishing remain the main industries for local employment, consistent with trends across the Shire.

Given its proximity to Manjimup, many residents are likely to travel there for work, accessing a wider range of jobs and services. While specific unemployment data is not available, employment conditions in Quinninup are expected to be similar to Manjimup's due to the close economic connection.

What's holding the economy back?

- **Inadequate and ageing infrastructure:** Quinninup faces several infrastructure challenges, including unreliable on-site sewerage systems, gaps in basic services such as water, and poor mobile and internet coverage. These issues affect daily safety, limit home-based work and make it harder for businesses to operate.
- **Population:** The town's small and ageing population means there are less volunteers. Limited housing options and few employment opportunities make it difficult to attract and retain younger families.
- **Small local economy:** Quinninup has only a small number of local businesses and limited tourism activity. This creates reliance on community-led initiatives and makes it difficult to attract investment, even though there is interest in small-scale, environmentally sensitive economic opportunities.
- **Environmental and climate pressures:** High bushfire risk, concerns about water security, and climate impacts on forests and biodiversity pose ongoing challenges. Community opposition to mining and large-scale industry helps protect local environmental values but limits certain economic pathways.
- **Service and safety gaps:** Limited transport options, restricted access to health services and gaps in essential infrastructure make ageing in place more difficult. Poor mobile and internet coverage also increases safety risks during emergencies.



QUINNINUP COMMUNITY BLUEPRINT

ECONOMY



Labour market and output

\$23M Gross Regional Product

Source: ABS, Remplan, Urbis
*As per the 2021 Census

Top industries of employment

- 1 Agriculture, Forestry and Fishing
- 2 Construction
- 3 Health Care and Social Assistance

Source: ABS Census 2021

Flow on spending from local outputs*

Spend	Agriculture, Forestry and Fishing	Construction	Health Care and Social Assistance
Initial Output (\$M)	37.728	8.93	6.03
Flow on Spending (\$M)			
Manufacturing	2.3	1.0	0.0
Financial and Insurance Services	0.9	0.1	0.3
Rental, Hiring and Real Estate Services	0.2	0.4	0.1
Administrative and Support Services	0.2	0.2	0.1
Other Industries	9	1	1
Total Local Expenditure (\$M)	13	3	1

*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

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

What community said is most important

- ✧ Supporting low-impact nature tourism like walking, cycling and arts trails that showcase the local landscape
- ✧ Improved, low-impact visitor accommodation that supports eco-tourism while respecting the peaceful, natural setting
- ✧ Encouraging small-scale, community-run services such as a co-op, local shop or market stalls.
- ✧ Improving essential infrastructure like mobile reception and safe road access to enable local enterprise and remote work
- ✧ Creating more local work opportunities in land care, maintenance and creative industries – without increasing traffic or noise
- ✧ Ensuring any economic development aligns with environmental protection and the community's peaceful way of life.



“I hope in 10 years time, we have avoided being destroyed by a big industry like mining or other commercial high scale industry.”

Survey respondent

STRATEGIC LEVERS FOR QUINNINUP'S ECONOMY

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



Environmental guardianship and low-impact tourism

Safeguard forests, lakes and biodiversity to reduce climate and bushfire risk and enable low-impact economic activity.



Self-reliant infrastructure and essential services

Improve water, energy, waste and digital systems to reduce costs and enable remote work and small enterprise.



Small-scale sustainable enterprise

Support micro-business, local economy, co-operative and remote work models that diversify incomes and retain value locally.



Housing and population stability

Enable affordable, diverse housing to retain residents, attract workers, sustain local services and stabilise the population base.



Community capacity and safety

Strengthen emergency preparedness and community facilities to reduce risk and support long-term resilience.

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

Towards our 2045 vision >>>

KEY MOVES

- Develop low-impact nature-based tourism and events
- Support arts, culture, and creative enterprises
- Encourage sustainable local businesses and co-operatives
- Promote local sourcing and shared business initiatives
- Provide affordable, appropriately scaled housing
- Upgrade digital connectivity to support business and remote work
- Maintain town character and protect the environment

Priority sectors

- Tourism, hospitality and recreation
- Arts and creative industries
- Retail and serviced-based businesses



How community can make an impact

- ★ Share local trails, stories and nature experiences with visitors
- ★ Volunteer for festivals or help create new events
- ★ Start or back sustainable, circular and transition-ready ventures
- ★ Create local jobs in gardening, maintenance and land care
- ★ Help run co-ops, markets and shared shops
- ★ Advocate for better digital, energy, water and transport services.

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

Quinninup'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.



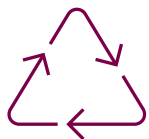
Energy

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

- ★ Safeguarding the forest, lake, wildlife and biodiversity that make Quinninup unique; opposing mining that threatens its natural environment
- ★ Protecting the environment and village lifestyle impacts of mining and development
- ★ Preserving peace and quiet - protecting the natural sounds, stillness and surroundings that residents deeply value
- ★ Protecting trails from overuse or pollution due to unmanaged tourism
- ★ Improving lake access, parking, signage and rubbish management; and addressing unauthorised camping
- ★ Ensuring bushfire preparedness, including a community warning siren and safe evacuation routes
- ★ Respecting the land by limiting clearing, protecting habitat and promoting low-impact living
- ★ Promoting sustainable land care - weed control, green waste disposal, and community access to tools like woodchippers
- ★ Encouraging environmentally sensitive design including solar panels, water tanks and sustainable housing
- ★ Opportunities to trial off-grid or renewable infrastructure that suits the town's values and size
- ★ Advocating for better consultation on controlled burns and forestry decisions that affect the local environment
- ★ Expanding and conserving national parks and reserves to strengthen long-term protection of natural areas.



“The environment and the forest/water are the most important features of the town and should be preserved at all costs.”

Community member

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

Towards our 2045 vision >>>

KEY MOVES

- Long-term local stewardship of forests, lake and biodiversity
- Strengthen bushfire planning that protects both people and nature
- Boost weed control, habitat restoration and dieback prevention
- Explore off-grid infrastructure like solar and rainwater
- Low-impact living - solar, tanks, minimal clearing and composting
- Grow local knowledge through education, signage and nature-based activities
- Keep nature access quiet and sustainable
- Advocate for national park protections with strong local input
- Reduce waste through shared tools, recycling and circular solutions

“Our natural beauty and nature trails [should stay] just as they are. We should be proud to preserve it the way it is.”

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, install rainwater tanks
- ★ Prepare for bushfire season 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
- ★ Use trails and natural places respectfully and leave no trace

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

Quinninup is well-placed for modest, environmentally aligned growth, with future planning focused on strengthening the Hamlet, improving essential infrastructure, and protecting the natural environment.

Better digital connections, support for small environmentally aligned businesses and improved community facilities will help Quinninup function as a small service centre while keeping its close-knit character.

Upgrades to essential infrastructure, including water, waste management and emergency access, will support future rural residential areas and improve safety. A wider range of affordable housing options will encourage long-term living and support ageing in place, while ensuring new development reflects the town's environmental values.

Quinninup's lake, Karri forest and trail network provide strong opportunities for low-impact, nature-based tourism. Conservation zoning and carefully located activities, such as guided walks, small events and boutique accommodation, will protect biodiversity while allowing modest economic growth.

Improving bushfire safety, public spaces and community facilities will support wellbeing and resilience. Overall, stronger digital and essential infrastructure will enable sustainable growth while preserving the natural and social qualities that define Quinninup.



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

What community said is most important

- ★ Housing that fits the landscape – small, sustainable and surrounded by trees
- ★ Diverse housing options for older residents and singles that enables aging in place
- ★ Better access to essential telecommunications infrastructure
- ★ Walkable, accessible streets with paths for prams, wheelchairs and safe movement
- ★ Retaining a peaceful, residential feel by avoiding overdevelopment or too many short-stay rentals
- ★ Opportunities to trial off-grid or renewable infrastructure that suits the town's values and size
- ★ Smarter, more responsive planning that supports diverse, low-impact housing choices.



“I would like to see some tiny homes suitable for our local elderly people unable to cope with larger properties, or for single, vulnerable people facing homelessness.”

Survey respondent

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

Towards our 2045 vision >>>

KEY MOVES

- Support small, sustainable housing suited to locals, seniors and singles
- Enable flexible, low-impact homes including small houses and off-grid living
- Explore aged housing options that allow people to stay in Quinninup
- A town planning framework that protects trees, scale and village character
- Enhanced walkability, paths and transport access for residents and visitors
- Improved mobile coverage and essential infrastructure to support liveability

“All housing and infrastructure should have minimum impact on the local environment.”

Community member



How community can make an impact

- ★ Advocate for secure water and essential service upgrades
- ★ Report issues on roads, paths and crossings
- ★ Join clean-up days and community improvement projects
- ★ Use and care for parks and public spaces
- ★ Celebrate local identity through arts and town-centre activation
- ★ Keep community facilities active by using venues and hosting activities

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.

Commercial Hub

The Quinninup hamlet is surrounded by future urban areas, creating opportunities to strengthen its role as a small community and commercial centre. Better connections, support for local businesses and investment in community facilities will help maintain the township's identity while allowing modest growth.

Priorities:

- Identifying and rezoning suitable sites in the hamlet for small-scale, environmentally aligned businesses, tourism services and co-operative models that create local jobs.
- Planning upgrades to mobile and internet services to support remote work, local businesses and creative activity.

Longer Term:

- Position the hamlet as a vibrant, small-scale service centre for surrounding residential areas, offering essential services, local produce, and community spaces
- Maintain a balance between growth and the preservation of Quinninup's close-knit, village identity.

Housing and Infrastructure Hub

Quinninup's future growth relies on reliable infrastructure and housing that meets the needs of a changing population. Investment in essential services, connectivity and housing choice will support long-term living and maintain liveability.

Priorities:

- Upgrading water supply, waste management and emergency access to support future rural residential areas and improve safety.
- Providing affordable and diverse housing options, including smaller and prefabricated homes, to support long-term residents and ageing in place.
- Upgrading essential utilities, including water and sewerage, to allow for modest increases in housing within the townsite.

Longer Term:

- Ensure all new housing is well-connected to community facilities and designed to complement the town's character
- Maintain infrastructure capacity to support modest growth without compromising environmental values.

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

Eco-Tourism Cluster

Quinninup's lake, Karri forest and trail network are central to its identity and provide strong opportunities for low-impact tourism that aligns with the town's environmental values.

Priorities:

- Applying conservation zoning and environmental controls to protect biodiversity, the lake, forest trails and green spaces.
- Identifying suitable locations for eco-tourism activities such as guided walks, small-scale accommodation and nature-based events, designed to minimise environmental impact.
- Incorporating sustainable building standards and bushfire-resilient design into local planning controls.

Longer Term:

- Establish Quinninup as a nature-based tourism destination where environmental protection and visitor experiences are fully integrated
- Safeguard natural assets from clearing, ensuring tourism growth supports conservation outcomes.

Wellbeing Hub

Quinninup's close-knit community is one of its greatest strengths. Focusing on safety, inclusion and local identity will help ensure the township remains a welcoming and resilient place to live.

Priority:

- Building bushfire risk reduction into detailed town planning, including local warning systems, clear emergency access routes, and community education and preparedness.
- Planning and delivering family-friendly recreation areas, shared community spaces and creative facilities that are easy to access and well connected to nearby homes.

Longer Term:

- Ensuring all new development in and around Quinninup uses bushfire-resilient design and provides appropriate separation from high-risk vegetation.
- Maintaining and activating public spaces as centres of community life, strengthening local identity and social connection.

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

Quinninup's small yet dedicated and impactful community network, led by the Quinninup Community Association, champions connection, social cohesion and wellbeing for the settlement.

Supporting and sustaining QCA's role and impact into the future is vital for community life, particularly to meet the social and wellbeing needs of older residents.



Welcoming and inclusive

A place where newcomers, younger families and long-term residents feel at home, with inclusive community groups, spaces and opportunities for all ages to connect and contribute.



Connected places and essential services

Community assets such as the hall, lake, tennis courts and open spaces are social hubs, with essential services like the post office anchoring daily life.



Caring and ageing in place

A supportive environment that enables older residents to age in place through accessible design, mobility, transport options and services that promote independence.



Volunteering and local leadership

Community groups with leadership succession and welcoming pathways for volunteering and creative activities.



Vibrant celebrations and community life

Regular events, markets, workshops and gatherings that reflect Quinninup's character and bring people together.

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

What community said is most important

- ✧ A strong sense of community pride, shared values and genuine neighbourliness
- ✧ Safeguarding against over-tourism and short-stay accommodation that erode village life
- ✧ Ageing in place with dignity, supported by transport, safety and connection
- ✧ Keeping essential local services, like the post office, to support daily life
- ✧ Welcoming younger families and new residents through inclusive spaces and services
- ✧ Building intergenerational connection through events, workshops and shared spaces
- ✧ More regular community events - markets, fairs and family-friendly gatherings
- ✧ A dedicated community space, with better use of places like the hall, tennis courts, lake
- ✧ Community groups that are inclusive, open to fresh ideas and welcoming of all ages
- ✧ Accessible spaces and facilities that support people with disabilities and mobility needs
- ✧ Recognising and supporting volunteers and groups like the Quinninup Arts Group, Library, and Garden Club, and encouraging more people to get involved.



“I am proud of Quinninup's achievements. I would like to see it used as a model of how to become a caring, cohesive community.”

Survey respondent

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

Towards our 2045 vision >>>

KEY MOVES

- Inclusive spaces for creativity, connection and shared learning
- Activation of community assets including lake and tennis courts as social venues
- Welcoming pathways into local groups and volunteering
- Protect essential services that anchor village life
- Design for access, safety and age-friendly living
- Local transport and support to help people age in place
- Family-friendly spaces and access to care
- Events and markets that reflect community spirit.

Priority groups

- Elderly and ageing
- Families and youth
- First Nations
- Volunteers
- Community groups (QCA)
- Creative and cultural groups



How community can make an impact

- ★ Join local events and activities
- ★ Welcome newcomers and help them connect
- ★ Check in on neighbours, especially older residents
- ★ Volunteer, and encourage others to do so
- ★ Support local creativity through arts, culture and low-key events
- ★ Use and care for public places, trails and community assets
- ★ Use local staples and services such as the post office
- ★ Promote a nature-connected culture by respecting and celebrating the environment



How you can make an impact for Quinninup



Economy

- ☐ Share local trails, stories and nature experiences with visitors
- ☐ Volunteer for festivals or help create new events
- ☐ Create local jobs in gardening, maintenance and land care



Urban form

- ☐ Report issues on roads, paths and crossings
- ☐ Celebrate local identity through arts and town-centre activation



Environment and climate

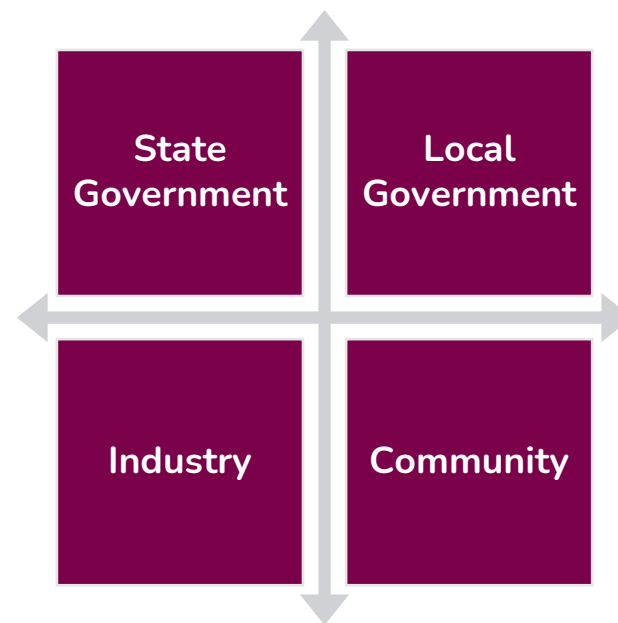
- ☐ Use water wisely and install rainwater tanks
- ☐ Be bushfire-ready and support volunteer brigades
- ☐ Reduce waste through recycling, composting, repair, reuse and circular initiatives



Community

- ☐ Join local events and activities
- ☐ Use and care for public places, trails and community assets
- ☐ Use local staples and services such as the post office

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



QUINNINUP COMMUNITY BLUEPRINT

MARCH 2026

Welcome to QUINNINUP

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.