



SHIRE OF
MANJIMUP



SHIRE OF MANJIMUP
**TOWN
BLUEPRINTS**

WALPOLE 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

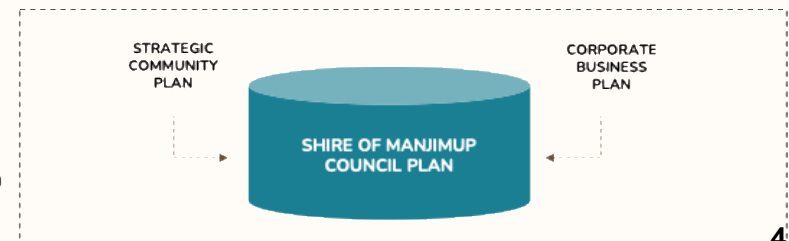
This diagram demonstrates the relationship between the Community Blueprints (this document) and Council-led strategic planning.

- 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.

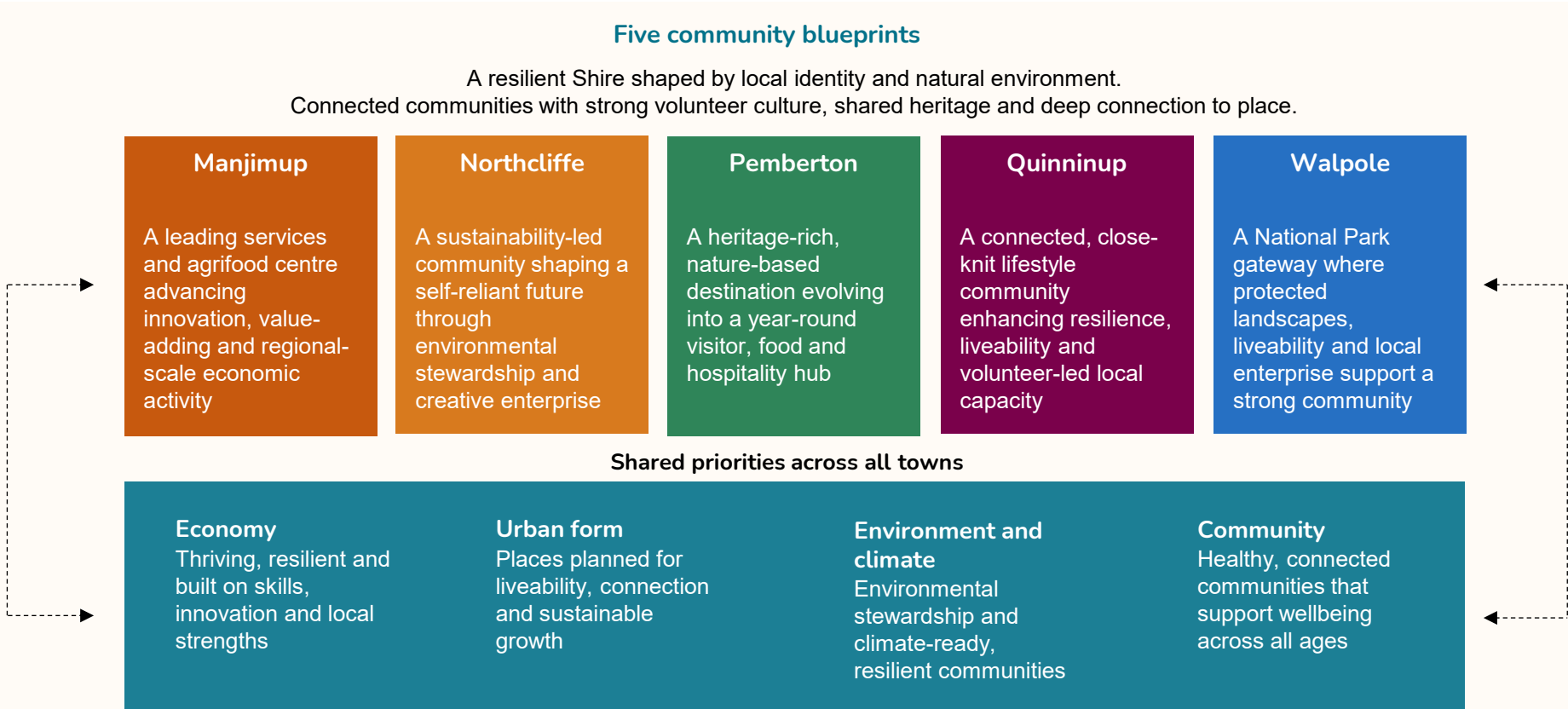


SHIRE OF MANJIMUP COMMUNITY BLUEPRINTS

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.



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.

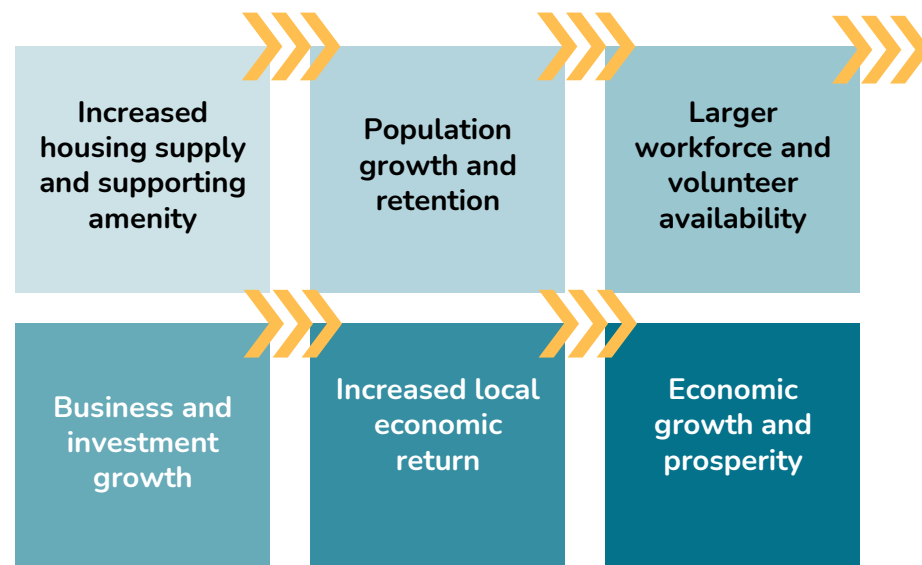
More broadly, settlement patterns across Western Australia are shifting. More people are seeking regional lifestyles, flexible work is reshaping where people can live and towns offering amenity, affordability and strong identity are increasingly competitive.

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

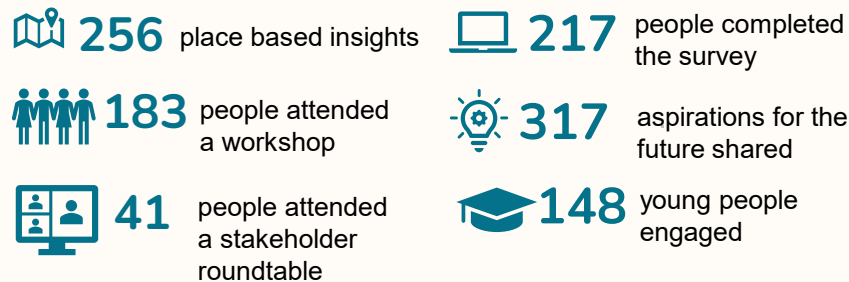
COMMUNITY INFORMED, COMMUNITY OWNED

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
WALPOLE
COMMUNITY
BLUEPRINT

WALPOLE COMMUNITY BLUEPRINT

WALPOLE 2025

Walpole is a small yet vibrant community shaped by the connected landscapes of forest, inlet and ocean.

Framed by ancient Tingle forests within Walpole-Nornalup National Park and calm waters of the Walpole and Nornalup Inlets Marine Park, the town offers a welcoming way of life that values connection between environment, lifestyle and community.

While population levels are expected to remain relatively stable, there is a strong desire to attract and retain families. Limited land supply, increasing short-stay accommodation and a shortage of rentals make it difficult for workers and young families to secure long-term housing, highlighting the need for more family-friendly housing, services and local opportunities.

Tourism plays a central role in Walpole's economy, built around national parks, trails, waterways and access to the Southern Ocean.

Revitalising the main street and inlet foreshore, supporting local businesses and expanding year-round, low-key visitor experiences present clear opportunities, provided growth remains low-impact and environmentally aligned. Residents also value attractive, walkable streets, well-maintained public spaces, family-friendly parks and reliable infrastructure.

The environment is Walpole's greatest asset and responsibility. Protecting forests, waterways and inlets, securing resilient water supply, culturally informed fire management, and improving waste and climate resilience are key priorities.

Population: Approx. 568

- Population projected negative growth rate of -0.7%
- By 2046, ~40% of population aged 65+

Average Age: 57.2 years

Born overseas: 19.8%

Household Structure:

- Family household: 62.1%
- Lone person household: 36%
- Group household: 2%

Occupation:

- Managers: 26.3%
- Professionals: 19.6%
- Labourers: 14%
- Community and personal service workers 8.9%
- Machinery operators and drivers 8.9%
- Technicians and trades: 8.4%
- Sales: 8.4%
- Clerical and admin: 5.6%

Industry of employment:

- Agriculture, Forestry and Fishing: 15.4%
- Accommodation and food services: 15.4%
- Public administration and safety: 12.8%
- Retail trade: 11.8%
- Healthcare and social assistance: 9.2%
- Education and training 5.1%
- Construction 5.6%
- Manufacturing 1.5%
- Other: 23%

Income:

- Ave income (15-64yo): \$42,400
- Ave household income: \$64,100
- SEIFA index (weighted avg): 918*

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

Walpole is a place people choose for the way it feels. Life here is quieter and shaped by daily contact with forest and water.

The wild beauty, Walpole Wilderness, Tingle forests, inlets and the winding passage to the Southern Ocean are not just scenery, they are part of how we live.

Our identity comes from this landscape. It shapes how we look out for one another, how we work and how we spend our time. People arrive seeking connection and simplicity. They stay because they find a welcoming community that is practical, grounded and deeply tied to place.

We value authenticity over scale and care over speed. Walpole welcomes visitors drawn to national parks and walking trails. Tourism plays an important role in our economy, but we are clear about the kind of place we want to be. Here, it is low-key, nature-based and respectful.

Looking ahead, we want Walpole to be a place where families, workers and long-term residents can build their lives. More secure housing, reliable services and year-round opportunities will help strengthen our community without changing what makes it special.

Walpole will continue as a gateway to protected landscapes, with a strong sense of responsibility for the forests and waters that define us.





OUR VISION – WALPOLE 2045

A National Park gateway where protected landscapes, liveability and local enterprise support a strong community.

Set within forest and inlet Walpole's way of life is grounded in strong sense of nature and belonging.

Nature-based tourism, small business and year-round services create opportunities for families and workers to thrive, while protecting its authentic character.

Walpole grows in a measured way, supported by secure water, energy and communications, strengthening housing choice, liveability and connection.

ECONOMY

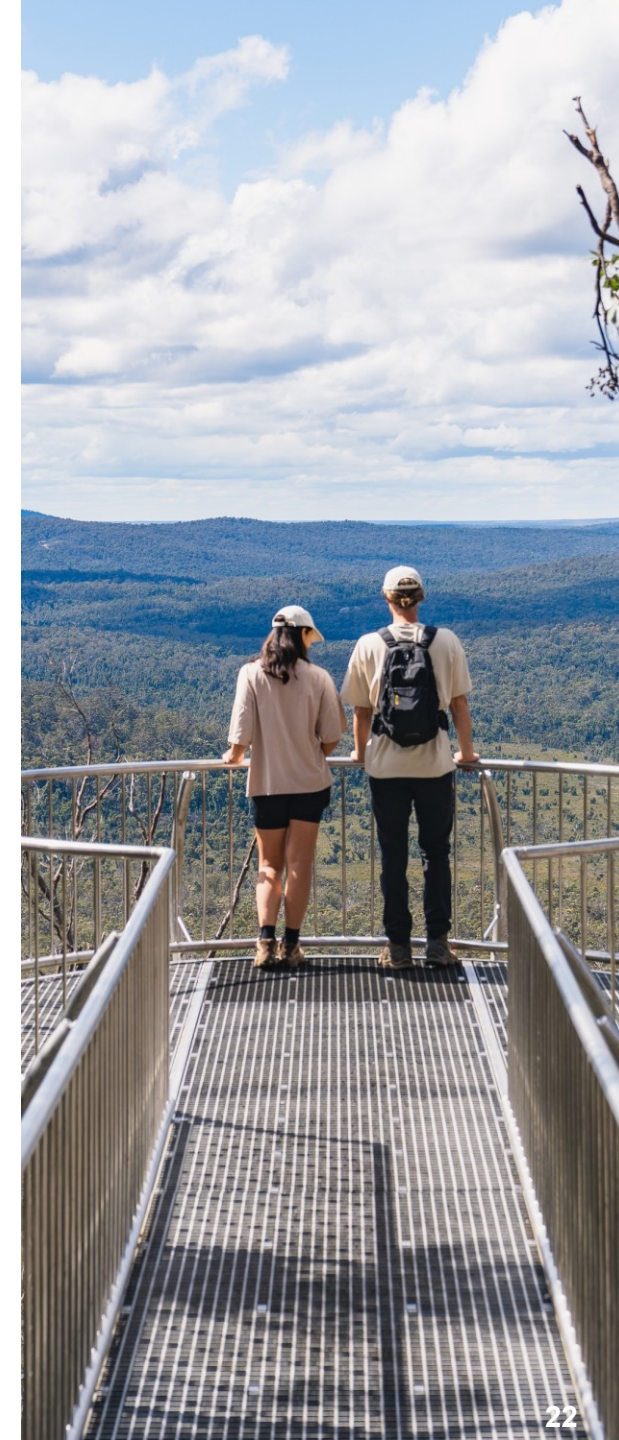
Walpole's economy is shaped by the natural environment, with tourism, forestry and small farming providing many of the local jobs. The town produces around \$57 million in economic activity each year, which makes up about 6% of the Shire's total economy.

Agriculture, forestry and fishing remain the largest employers. Since 2016, jobs in accommodation and food services, manufacturing, and arts and recreation have declined, while employment in health care and public administration has increased.

Unemployment is low at 2.7 per cent, which shows that many local businesses are seeking workers.

What's holding the economy back?

- **Ageing population** - Walpole has a small population of around 600 people, with fewer young families living in the area. As the population ages, demand for health and aged-care services is increasing. At the same time, it becomes harder to sustain schools, youth programs and other community activities.
- **Employment and economic activity** - Job opportunities in Walpole are limited, particularly full-time roles. Some business owners face challenges when it comes time to sell or pass on their businesses. With a small number of shops and services, attracting and retaining working-age residents and families can be difficult. Supporting local businesses, creating more jobs and increasing activity in the town will be important for Walpole's long-term future.
- **Short stay accommodation** - The growth of short-stay accommodation has reduced the number of homes available for permanent residents and workers. This has made it harder for local businesses to attract and retain staff, particularly in tourism, hospitality, health and essential services.



WALPOLE COMMUNITY BLUEPRINT

ECONOMY



Labour market and output

2.7% Unemployment Rate*

\$57M Gross Regional Product

Source: ABS, Remplan, Urbis

*As per the 2021 Census

Top industries

1 Agriculture, Forestry and Fishing

2 Construction

3 Public Administration and Safety

Source: ABS Census 2021

Flow on spending from local outputs*

Spend	Agriculture, Forestry and Fishing	Construction	Public Administration and Safety
Initial Output (\$M)	6.658	5.741	5.332
Flow on Spending (\$M)			
Manufacturing	0.4	0.7	0.0
Financial and Insurance Services	0.2	0.1	0.3
Rental, Hiring and Real Estate Services	0.0	0.2	0.1
Administrative and Support Services	0.0	0.1	0.1
Other Industries	2	1	0
Total Local Expenditure (\$M)	2	2	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.

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

What community said is most important

- ★ A revitalised main street and integrated Pioneer Park, creating a welcoming, attractive town centre that encourages people to stop, stay and spend
- ★ Support for local business and employment, including use of local contractors, reduced barriers to investment and opportunities for new enterprise
- ★ A stronger year-round visitor economy, based on low-impact, nature-based tourism, local produce and experiences that increases length of stay and local employment
- ★ Essential enabling infrastructure, particularly reliable digital connectivity, freight and services to support small business and remote work
- ★ An economy that protects Walpole and prioritises low-impact tourism, local ownership and long-term environmental stewardship
- ★ Increased housing supply and diversity, with a better balance between permanent housing for workers and families, and short-stay holiday accommodation.



“I would like to see further economic development and job creation that specifically focussed on increasing visitor length of stay. The region needs more reasons for people to stay longer than 2-3 days.”

Survey respondent

STRATEGIC LEVERS FOR WALPOLE'S ECONOMY

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



Protecting and promoting the Walpole wilderness

Protect ancient tingle forests, rivers and coastline to underpin low-impact tourism, conservation outcomes and long-term economic resilience.



Sustainable, nature-based tourism

Develop nature-based tourism that extends visitation across the year while avoiding over-commercialisation and protecting Walpole's scale and character.



Supporting local enterprise and business

Support small, year-round businesses through incentives and buy-local initiatives to retain essential services and local employment.



Housing and community retention

Improve housing availability and affordability for permanent residents and workers by prioritising long-term rentals and limiting short-stay accommodation.



Infrastructure and connectivity improvements

Addressing enabling infrastructure gaps – including digital connectivity, utilities, transport, and telecommunications to enable economic expansion and business productivity.

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

Towards our 2045 vision >>>

KEY MOVES

- Activate the town centre as Walpole's civic, economic and visitor heart
- Strengthen the main street and Pioneer Park as connected places for community and economic life
- Shift from seasonal tourism to a resilient year-round, low-impact visitor economy
- Enable small business, remote work and local jobs through reliable digital and service infrastructure
- Embed environmental stewardship and nature-based enterprise as drivers of Walpole's economy
- Balance housing to support permanent workforce alongside a managed short-stay market.

Priority sectors

- Tourism
- Small business and local enterprise
- Housing and construction
- Infrastructure and utilities



How community can make an impact

- ★ Buy and promote local food, makers and growers
- ★ Choose producers using regenerative farming
- ★ Run pop-ups or start micro-businesses on the main street
- ★ Join town teams and revitalisation projects
- ★ Start a tourism business
- ★ Share local trails, stories and nature experiences with visitors
- ★ Volunteer for festivals or help create new events
- ★ Mentor young people or host trainees
- ★ 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

Walpole'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.



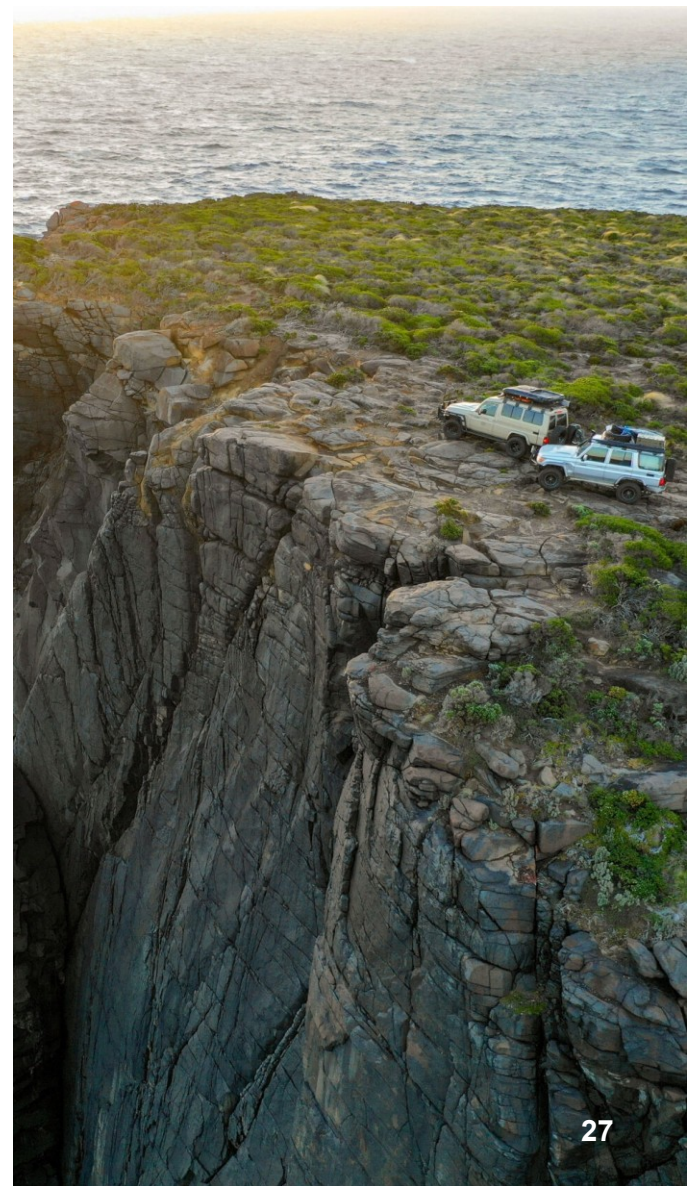
Waste

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

- ★ Forests, waterways and biodiversity, including Tingle forests and Walpole Wilderness, are core to climate resilience
- ★ Science-based bushfire mitigation that balances safety with ecological health, including more cultural fire and fewer large-scale burns
- ★ Secure, reliable water supply for households, community needs and bushfire resilience
- ★ Cleaner energy and greater self-sufficiency, including solar, backup systems and community-led renewable projects
- ★ Sustainable development and environmental design, ensuring new housing, land use and approvals protect natural assets
- ★ Waste, recycling and circular-economy options with local recovery and reuse facilities
- ★ Responsible, low-impact tourism that celebrates environmental value
- ★ Environmental education and stewardship involving residents, visitors youth and First Nations peoples
- ★ Infrastructure that supports climate resilience, including foreshore paths and safe access points
- ★ Management of invasive species, weeds and pests.



Walpole's climate resilience relies on protecting forests, waterways and wildlife through science- and community-led land care.

Survey respondent

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

Towards our 2045 vision >>>

KEY MOVES

- Protect forests, waterways and biodiversity as core assets
- Adopt science-led, ecological and cultural fire practices
- Secure long-term, resilient water solutions
- Advance local renewable energy and greater self-sufficiency
- Embed sustainable design across all new development
- Expand local recycling, reuse and circular-waste systems
- Grow low-impact, nature-based tourism experiences
- Strengthen community-wide environmental learning and stewardship
- Improve proactive management of invasive species and weeds.

“Educate locals and visitors about our special environment. Look at ways to reduce energy use, increase recycling and improve climate resilience.”

Survey respondent



How community can make an impact

- ★ Care for National parks, forests, waterways and wildlife
- ★ Use water wisely and support long-term local supply, install rain water 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 and dieback
- ★ Use trails and natural places respectfully and leave no trace
- ★ Join local restoration projects
- ★ Promote respectful, nature-based tourism
- ★ Share environmental knowledge with neighbours and newcomers
- ★ Celebrate the environment through events, art and storytelling

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

Walpole is well-placed for sustainable growth, building on its natural environment, tourism appeal and village-scale character.

The town brings together housing, local services and visitor facilities to support everyday life, strengthen the local economy and protect natural values. The village centre is the heart of the community and an important gateway for visitors. There are opportunities to strengthen shops, tourism services and public spaces to create a more connected and walkable centre.

Future housing will focus on making better use of existing serviced land, creating well-connected neighbourhoods and balancing short-stay accommodation with homes for permanent residents. Rural living and transition areas will continue to provide lifestyle options close to the town, act as buffers between residential and farming areas, and protect landscape and environmental values while remaining connected to the wider community.

Walpole's location near national parks, waterways and trails creates strong opportunities to link recreation and tourism with residential growth. Improving trail access, public spaces and visitor facilities, along with a potential small commercial hub, will support a year-round lifestyle and tourism economy. Careful management of infrastructure and environmental buffers will ensure the town grows in a way that protects its character, supports the local economy and strengthens community wellbeing.



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

What community said is most important

- ★ Housing choice and availability to support residents, workers and young families
- ★ Land release and subdivision pathways that enable appropriate growth and lifestyle options
- ★ Affordable, sustainable and accessible homes, including intergenerational and ageing-in-place
- ★ A welcoming, well-presented town centre with strong local businesses and quality amenities
- ★ Reliable, resilient infrastructure, including secure water supply, safer roads and well-maintained public assets
- ★ Connected neighbourhoods and travel routes with safe footpaths, trail links and mobility access for all ages
- ★ Family-friendly parks and shared spaces, with Pioneer Park strengthened as a vibrant community hub
- ★ Development that respects Walpole's natural setting, protecting bushland, waterways and community character.



“Subdivide agricultural land that is already cleared and near to town. Enable speedy housing applications, make it easier to build extra housing on property, especially farming blocks.”

Survey respondent

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

Towards our 2045 vision >>>

KEY MOVES

- Coordinated planning to support future growth and development aligned to Walpole's unique landscape character
- Diverse housing options to support a stable, year-round community
- A connected, attractive town centre appealing to locals and visitors
- Resilient infrastructure to support long-term liveability
- Safe roads, paths and trail connections
- Parks and public spaces as meeting places, with Pioneer Park as a vibrant community anchor.

“Upgrade Pioneer Park – it’s at the heart of our community. It will encourage tourists to park and then visit the shops and restaurants.”

Survey respondent



How community can make an impact

- ★ Advocate for secure water and essential service upgrades
- ★ 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
- ★ Join clean-up days and community improvement projects
- ★ Help bring under-used buildings back into use
- ★ Celebrate local identity through arts and town-centre activation
- ★ Advocate for stronger digital and mobile connectivity
- ★ 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.

Village Centre

Walpole's village centre is the heart of the community and a key gateway for visitors to nearby national parks and waterways. Strengthening the centre means better linking shops, tourism services and community facilities with public spaces and trail connections.

Priorities

- Maintaining and improving essential services in the village centre for residents and visitors.
- Linking the centre with recreation areas, play spaces and waterfront access to create a connected, walkable environment.
- Encouraging tourism-related businesses to locate in the centre to support the local economy.

Longer term:

- Support expansion and infill of town centre activities to diversify services and retail offerings
- Ensure new development builds on existing public spaces and strengthens Walpole's identity as a nature-based tourism town.

Residential Growth Areas

These areas will support walkability, protect environmental values and provide a mix of housing to meet changing community needs. Growth will focus on consolidating the townsite, making better use of existing serviced land and keeping neighbourhoods well connected to the village centre.

Priorities:

- Targeting residential rezoning close to the village centre to create logical infill and help manage the location of short-stay accommodation.
- Making it easier to add additional dwellings, such as granny flats, on larger residential lots.
- Managing where new short-stay accommodation is located to protect housing availability and create clear buffers between residential and future urban areas.

Longer term:

- Locating future residential areas within or near the village centre to maximise access to shops, services and community facilities.
- Providing a range of housing types, including smaller and adaptable homes, to support ageing in place and future demographic change.

Rural Living and Transition Area

Rural living areas will offer lifestyle options close to the town while acting as buffers between residential neighbourhoods and farming land.

Priorities:

- Rezoning land at the edge of the townsite to rural residential or rural small holdings to allow logical infill north and south of the town, with connections to key natural areas.
- Rezoning priority agricultural land to General Agriculture where needed to prevent future land-use conflict.

Longer term:

- Maintain rural living areas as low-density buffers that protect landscape character and environmental values
- Ensure future rural living development is connected to the townsite and supports community cohesion.

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

Eco Tourism and Outdoor Recreation Hub

Walpole's proximity to national parks, waterways, and trails offers opportunities to integrate recreation and tourism with residential growth.

Priorities:

- Aligning new residential areas with access to trails, waterfronts and public spaces to improve liveability and visitor appeal.
- Developing infrastructure to support nature-based tourism, such as trailheads, signage and low-impact accommodation.
- Improving visitor experiences through upgrades to Pioneer Park, better cycling facilities near the village centre and careful management of public spaces, including camping areas.

Longer term:

- Position Walpole as a lifestyle destination where outdoor recreation, community facilities, and tourism services are integrated.
- Promote year-round use of recreation assets to support local business and community wellbeing.

Service Commercial Hub

Part of Walpole's light industrial area at the corner of South West Highway and Chugg Street is underused. Its highway frontage makes it a strong location for service-based businesses that can support the town and attract passing visitors.

Priorities:

- Activating the area for a mix of uses, including cafés, service businesses and light industry.
- Rezoning underused industrial land to Service Commercial to provide certainty and encourage investment.
- Managing land uses in industrial areas to avoid incompatible activities.

Longer Term:

- Position the service commercial precinct as a gateway to Walpole, supporting local business diversity and tourism services.

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

Walpole's formal community network of 24 spans conservation groups, service organisations, arts collectives, emergency services, sporting clubs and active volunteer groups. This broad mix reflects a strong culture of participation, local pride and collective responsibility across the Walpole–Nornalup district.

The town has a good base of facilities, but many rely on a small pool of volunteers to keep programs running. Attracting and supporting volunteers, alongside expanding activities for younger children, remains a key gap. Strengthening pathways for families, young people and older residents to connect, participate and contribute will be central to keeping Walpole's community fabric strong and resilient.



Sport, arts and community life

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



Volunteering and local leadership

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



Families and young people

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



Connection, inclusion and belonging

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



Health, wellbeing and ageing

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

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

What community said is most important

- ✧ Community life connected to the environment, valuing Walpole's natural setting as part of identity, wellbeing and pride
- ✧ A connected, inclusive community, with local events, shared spaces and opportunities to meet and gather
- ✧ Regular recreation, sport and cultural programs for all ages, with better use of existing facilities
- ✧ Reliable health and emergency services, including access to a doctor and support for seniors
- ✧ Stronger volunteer participation, with lower barriers and more pathways for new and younger volunteers
- ✧ Youth voice and leadership, with opportunities to develop skills and contribute to local initiatives.



“I would be proud if Walpole was recognised for its full and thriving school and community of all ages with a great playground and meeting spot in Pioneer Park.”

Community member

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

Towards our 2045 vision >>>

KEY MOVES

- Nature-connected community culture and identity
- Events and gatherings that bring people together
- Accessible local health, aged support and emergency services
- Renewed volunteering and leadership pathways for all ages
- Youth engagement and skills development that builds confidence and contribution.

Priority groups

- Youth
- Young families
- Elderly and ageing
- Vulnerable communities
- Volunteers



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 and family-friendly amenities
- ★ Check in on neighbours, especially older residents
- ★ Advocate for strong health, aged care and emergency services
- ★ Volunteer and encourage others
- ★ Support local creativity through arts, culture and low-key events
- ★ Use and care for public places, trails and community assets
- ★ Engage early and constructively in local issues
- ★ Promote a nature-connected culture by respecting and celebrating the environment



How you can make an impact for Walpole



Economy

- ☐ Run pop-ups or start micro-businesses on the main street
- ☐ Join town teams and revitalisation projects
- ☐ Start a tourism business



Urban form

- ☐ Support flexible subdivision and rural living options
- ☐ Advocate for age-friendly and accessible homes near services



Environment and climate

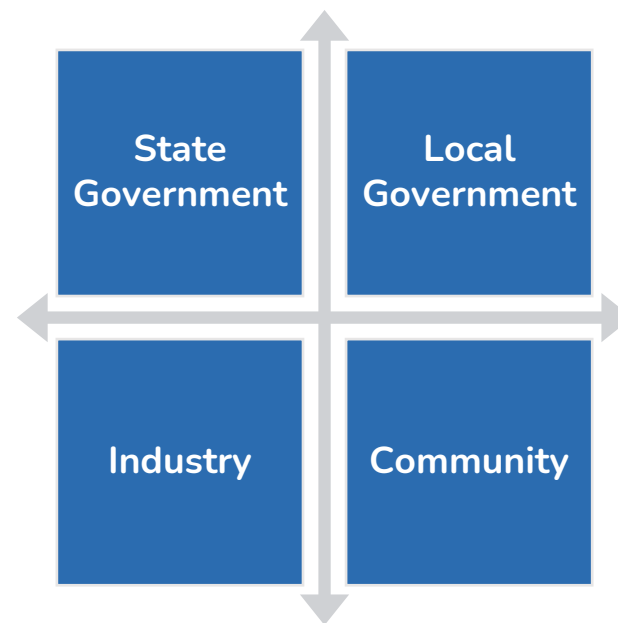
- ☐ Use water wisely and install rainwater tanks
- ☐ Be bushfire-ready and support volunteer brigades
- ☐ Reduce waste through recycling, composting, repair, reuse and circular initiatives



Community

- ☐ Join local events and activities
- ☐ Advocate for childcare, housing and family-friendly amenities
- ☐ Promote a nature-connected culture by respecting and celebrating the environment

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



WALPOLE 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.