

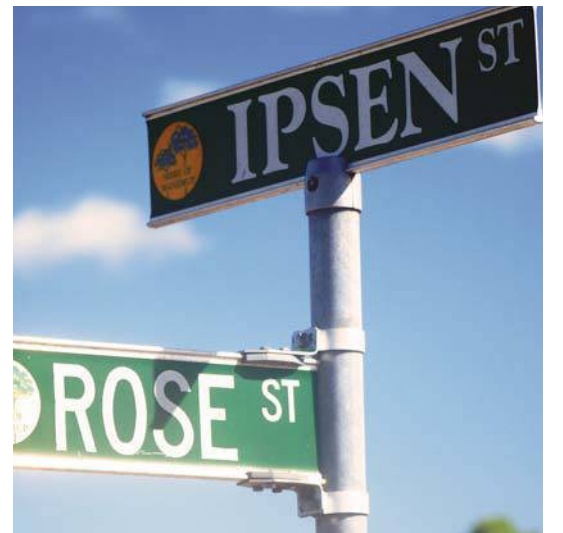
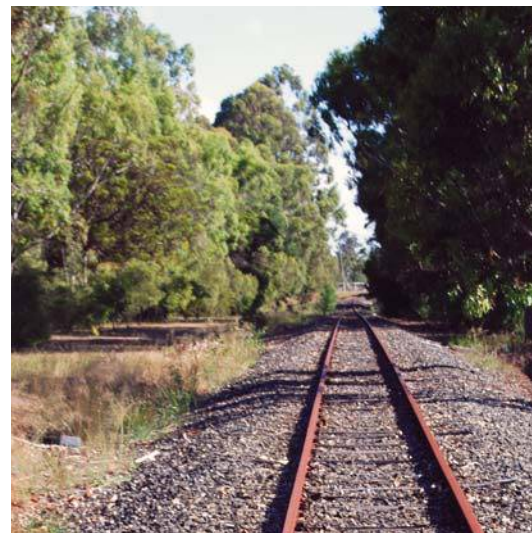
RPS



# Manjimup SuperTown

## Townsite Growth Plan

A Royalties for Regions initiative  
[www.rdl.wa.gov.au/supertowns](http://www.rdl.wa.gov.au/supertowns)



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This Report has been authorised by:

Peter Gleed. Operations Director.



Mark Hunt. Senior Town Planner.



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## CONSULTANT TEAM



Lead Consultant

RPS

Peter Gleed - Operations Director, Planning and Development  
Mark Hunt - Senior Town Planner, Planning and Development



Shire of Manjimup

Shire of Manjimup SuperTown Team

Roy Winslow - Manager, Planning and Sustainability  
Rachel Croft - Communications / Support Officer  
Pascal Balley - Manager, Technical Services  
Nathan McDonald - Planning Officer, Planning and Sustainability

Shire of Manjimup Senior Management Group

Jeremy Hubble - Chief Executive Officer  
Andrew Campbell - Director, Statutory Services  
Gail Ipsen Cutts - Director, Community Services  
Doug Elkins - Director, Works Division



Civil Engineering

GHD

Peter Eastlake - Senior Civil Engineer



Economics & Property

AEC Group

Michael Campbell - Senior Economic Consultant

# Premier and Minister Grylls' message

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Manjimup is entering an exciting growth phase. As one of a network of nine SuperTowns, it has been identified to play a key role in the future development of regional Western Australia.

The State's population is set to double over the next 40 years to almost 4.5 million people. We want to ensure regional areas can accommodate some of this population growth to ease pressure on metropolitan Perth and create strong, vibrant regional communities.

The Regional Centres Development Plan (SuperTowns) is a Royalties for Regions initiative aimed at encouraging regional communities in the southern half of Western Australia to plan and prepare for growth.

Through Royalties for Regions, 25 per cent of the State's mining and onshore petroleum royalties is being returned to regional areas each year as an additional investment in projects, infrastructure and community services to build regional communities. Royalties for Regions has

delivered more than 3,000 projects and programs since the program commenced in late 2008.

As part of this broader focus on regional development, SuperTowns aims to help communities become more desirable places to live, work and invest. The program encourages towns to build on their unique character and economic drivers to support the development of industry, services and infrastructure.

Nine towns – Boddington, Collie, Esperance, Jurien Bay, Katanning, Manjimup, Margaret River, Morawa and Northam – were identified as strategically located towns with the potential for significant growth. Each SuperTown was required to prepare a Growth Plan, which sets out a shared vision and a format around which all sectors and levels of government can work together to support and prepare for growth.

Growth Plans reflect the extensive work undertaken by key SuperTown partners including the Shire of Manjimup,

South West Development Commission and state agencies, in consultation with local and neighbouring communities. The Growth Plan is vital in identifying the needs of the community and addressing current barriers to growth.

The completion of the SuperTowns Growth Plans marks a key milestone for regional development in WA.

I encourage businesses, families and individuals to take advantage of the opportunities SuperTowns offer and look forward to a bright future of growth for Manjimup.

**Hon Colin Barnett MLA**  
**Premier**

**Hon Brendon Grylls MLA**  
**Minister for Regional Development; Lands**

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# EXECUTIVE SUMMARY

## Regional Context

Manjimup is situated central to the South-West region approximately 307 kilometres south of Perth and 126 kilometres from the regional city of Bunbury. It has a Townsite population of approximately 5,000 people sitting within a Local Government population of approximately 10,200 people.

Despite, volatile economic fortunes over past decades and static population growth, primarily due to its strong exposure to and continuing transition of the timber industry, Manjimup has been underestimated in its role in the region. The Shire has grown to become a premium ‘food bowl’ of Western Australia – larger than either Carnarvon or the Ord River horticultural precinct. The area is highly productive in terms of agriculture and is a major contributor to the development of the State and local economy. This is supported by the restructured timber industry, which historically has been the key economic driving force and tourism, both of which will continue to be a significant component of the regional economy.

Manjimup benefits from a range of competitive advantages and opportunities in these foundation and emerging industries, which will underpin strong economic and population growth over the next 20 years. In particular, the concentration of major agricultural and timber related activities, high levels of lifestyle amenity and the Town’s setting in the broader natural environment all present opportunities to leverage external growth drivers and build greater local economic diversification for Manjimup, underlining its status as a “SuperTown”.

## What is Manjimup’s SuperTown Growth Plan?

The Manjimup SuperTown Growth Plan provides a high level strategic blueprint to facilitate the continued and sustained growth of Manjimup as a regional centre with a population of up to 11,000 people by 2031. It is being driven by the need to modernise and transform the Town to support long term economic activity, improve the quality of life for existing residents and to attract and retain new residents. The Growth Plan builds on many of the themes of previous strategic planning undertaken, which have sought to guide the future structure and form of growth.

Manjimup’s Growth Plan, in conjunction with the supporting Economic Development Plan, provides guidance on:

- How to provide for significant population growth, create local employment and investment and diversify the economy;

- How the Town will reflect cultural values through development of strong community and sense of place;
- Where the direction of urban and industrial growth will be focussed and what form of land use activity will support this growth;
- How Manjimup will relate to its landscape and protect natural environmental assets; and
- The delivery of essential ‘hard’ and ‘soft’ infrastructure to support the growth of the Town.

The Manjimup Growth Plan comprises two important components, one being the Spatial Growth Plan, and a second being the Implementation Schedule. The latter will provide details on the proactive actions required to facilitate economic and population growth, prioritisation of those activities, and the broad roles and responsibilities of the key stakeholders involved in ensuring a timely delivery of the projects and programs.

## What kind of Town will Manjimup be?

Manjimup’s Growth Plan is based on the following vision and is supported by 5 core themes that have informed the Growth Plan’s preparation (**Figure 1**).

## Manjimup’s Economic Vision

Manjimup’s economic vision is to enhance the role of the Town as a service centre and an agricultural production centre. There are three key strategic initiatives to achieve this:

- Promoting the District. Marketing the District to new residents and to attract investment and increase awareness;
- Improving amenity. Increasing the liveability of the Town and community wellbeing; and
- Ensuring education pathways and jobs for residents. Recruit new jobs and ensure local education / career pathways through education together with industry.

In the future, economic growth will require leveraging of the region’s existing strengths in agriculture and forestry to undertake higher value-adding activities. Diversification of industry and job creation both within and outside of these core sectors will also be important for sustaining population growth, as will be the provision of infrastructure and services for the local population.

## • Agriculture

Agriculture will continue to be the mainstay of the Shire and local Manjimup economy. With proximity to South-East Asian markets and global food security becoming increasingly important, Manjimup is well placed to benefit from the economic opportunities in this sector. Marketing of the region through the development of a Food Council and establishing relationships with emerging markets will be important to the success of the industry. There has been a decline in the agricultural research resources, which historically contributed to the expansion and success of agriculture in the district. SuperTowns presents an opportunity to reverse this trend, to develop a holistic approach to agriculture, horticulture and aquaculture research and training and to foster small businesses seeking to value-add agricultural product. Manjimup has a reputable education system that should be utilised for this opportunity.

## • Tourism

While the tourism sector is currently subdued, Manjimup’s ability to grow in the tourism market in the future may be significantly constrained by the lack of improved tourist accommodation options. The delivery of a quality short-stay facility is essential to not only to address the current undersupply but also to facilitate a diversification of local economic activity. Good quality cafes and restaurants are also limited. Such facilities are seen as high value-adding opportunities for visitor and local expenditure, as well as showcasing Manjimup’s local produce.

Manjimup will also continue to benefit from its strong links with surrounding tourist Towns of Bridgetown, Pemberton, Walpole and Northcliffe, the significant National Parks, wilderness and marine park areas the broader Shire has to offer, and the various local events and festivals the Town supports.

## • Timber

Timber will continue to play a critical role Manjimup’s local economic structure. Value-adding opportunities such as engineered wood products, wood flooring, wood veneer, timber processing and climate change opportunities i.e. bio-char, bio-fuels, carbon capture are seen as key economic driver for the Town.

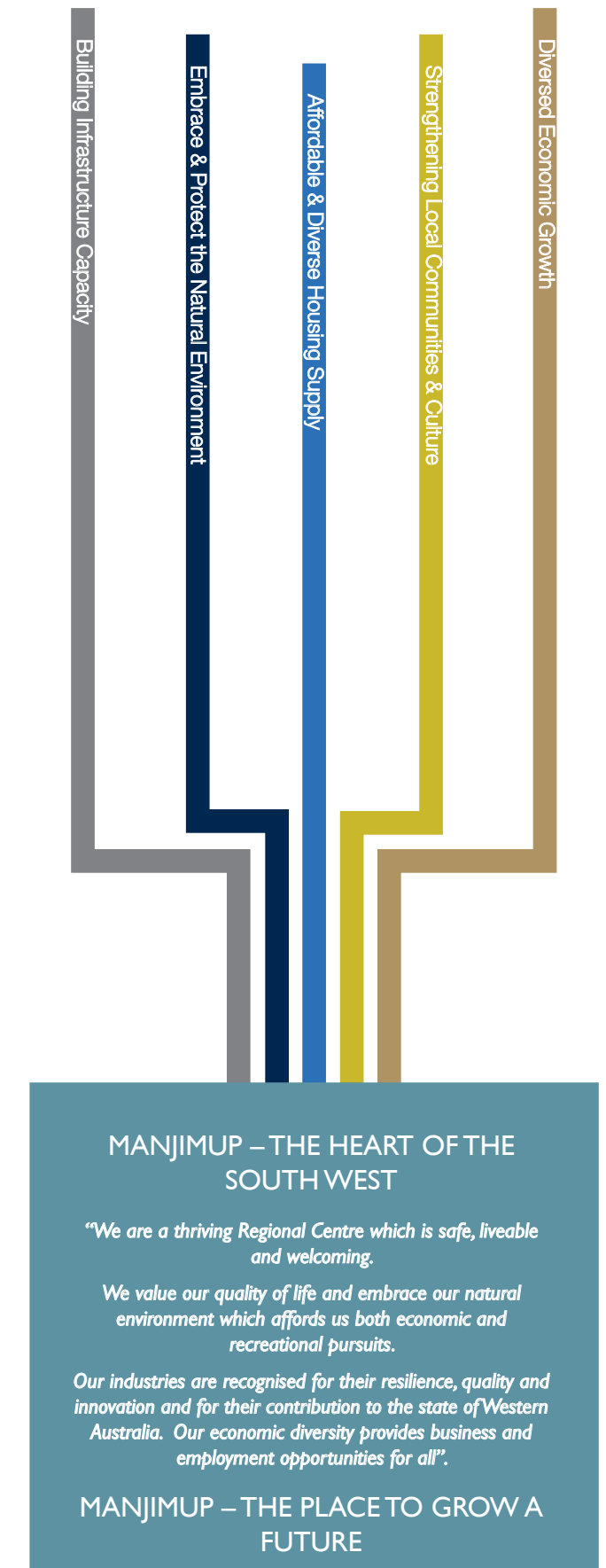


Figure 1 Manjimup Vision Statement

- **Regional Airport**

The potential benefits of a new airport for Manjimup are seen as a significant opportunity for employment and services in aviation related industry. Furthermore, it has the potential to attract fly-in-fly-out operations and facilitate more direct relationships between local agricultural producers and South-East Asian markets. A new site located north of Manjimup will also provide a more central location in the regional context and will remove the existing operational constraints that affect the current site.

### Infrastructure Challenges and Opportunities

The Townsite Growth Plan has identified a range of ‘hard’ and ‘soft’ infrastructure items that will need to be expanded or augmented as a result of population increases. These include:

- **‘Hard’ Infrastructure**

The growth strategy for Manjimup is largely dependent on the provision of an adequate long-term water supply, upgrade or relocation of wastewater infrastructure including a new treatment plant, and new 22Kv power lines from the Manjimup Zone substation to key urban expansion areas once power capacity has been reached. The outward spread of the Town will be consistent with servicing efficiencies and contained to those areas forming a logical progression of development. Opportunities to introduce increased water pressure and infill sewer into the existing industrial area should also be further explored as an incentive to future industrial development as a key economic driver for Manjimup in the SuperTown context. Furthermore, Manjimup is likely to benefit from access to the proposed Bunbury - Albany gas pipeline.

- **‘Soft’ Infrastructure**

Currently Manjimup has an adequate level of community facilities to support the Town’s existing quality of life, law and order, stability and social well being. However, population growth will trigger demand for additional facilities and services including but not limited to:

- Additional public and private schools;
- A full suite of health services and supporting accommodation for general practitioners based at the Warren District Hospital;
- Additional aged care services and housing to meet

the needs of the ageing population;

- Passive and active open space facilities and playground facilities within future urban expansion areas;
- Facilities to service the future needs of the local youth;
- Additional public transport services; and
- Developing a suitable standard of business and tourist short-stay accommodation in the Town.

### Preferred Scenario for Growth

The Townsite Growth Plan examined two development scenarios for growth and adopted an approach that recognised the key opportunities and constraints facing Manjimup in its ability to accommodate a doubling of the population to approximately 11,000 people (**Figure 2**).

Key components of the plan have been developed in response to these issues and the following land use planning principles have played a fundamental role in developing the Spatial Growth Plan for Manjimup:

- Protection of existing horticultural operations and surrounding priority agriculture land to reinforce the role of the region as a major food producer for the State and overseas markets;
- Consolidation of the Town Centre and utilisation of the railway reserve land for townscape enhancement;
- Directing urban expansion to suitable land and in an orderly and co-ordinated manner commensurate with the availability or provision of infrastructure;
- Maximising existing and future industry opportunities by providing a variety of industrial lot sizes with good accessibility to a new multi-modal transport corridor (west of the Townsite) that should be constructed at a later stage when demand dictates;
- Acknowledging that the Manjimup Wastewater Treatment Plant is a use that will influence the land use on nearby land with ultimate relocation further east recommended by this Growth Plan;
- Encouraging both medium density and low density residential development in order to achieve diversity and affordability in housing type and lifestyle choices; and
- The existing ‘green’ corridors and reserves being retained to provide for passive and active recreation opportunities that form an integrated network of

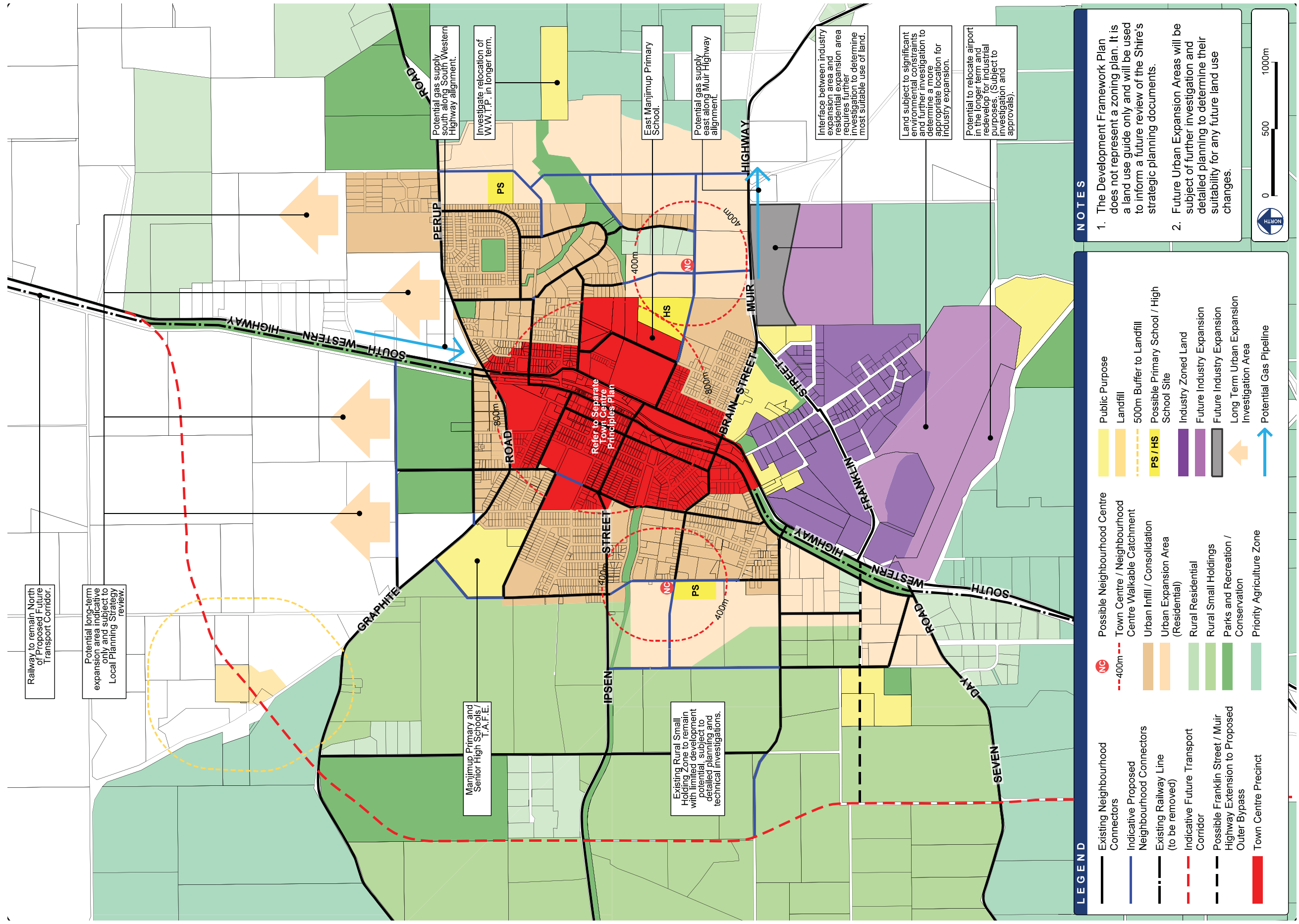
cycle and pedestrian connections to support the establishment of new development sites and provide high levels of visual amenity..

A key component of the Growth Plan has been to ensure that the Town Centre functions can accommodate the demands of potential population increase, provide an appropriate level of retail choice and encourage a range of activities to create a vibrant community focal point for the people of Manjimup to enjoy.

Redevelopment opportunities will be assisted through the integration of the railway corridor into the Town Centre and Timber and Heritage Park. Reuse of the rail corridor will also improve the presentation and functioning of the Town Centre.

An important legacy of the Manjimup Growth Plan will be to provide guidance in the future planning direction for all stakeholders as Manjimup grows to 11,000 and beyond. The Growth Plan identifies sufficient opportunities to accommodate a doubling of the population, while also identifying longer term urban expansion opportunities north of the Townsite for continued growth beyond 2031. These areas will be the subject of further investigation as part of the imminent review of the Shire’s Local Planning Strategy.





**LEGEND**

|  |   |  |
|--|---|--|
| Existing Neighbourhood Connectors  | Possible Neighbourhood Centre                         | Public Purpose                               |
| Indicative Proposed Neighbourhood Connectors                               | Town Centre / Neighbourhood Centre Walkable Catchment | Landfill                                     |
| Existing Railway Line (to be removed)                                      | Urban Infill / Consolidation                          | 500m Buffer to Landfill                      |
| Indicative Future Transport Corridor                                       | Urban Expansion Area (Residential)                    | PS / HS                                      |
| Possible Franklin Street / Muir Highway Extension to Proposed Outer Bypass | Rural Residential                                     | Possible Primary School / High School Site   |
| Town Centre Precinct   | Rural Small Holdings                                  | Industry Zoned Land                          |
|  | Parks and Recreation / Conservation                   | Future Industry Expansion                    |
|  | Priority Agriculture Zone                             | Future Industry Expansion                    |
|  |   | Long Term Urban Expansion Investigation Area |
|  |   | Potential Gas Pipeline                       |

**NOTES**

- The Development Framework Plan does not represent a zoning plan. It is a land use guide only and will be used to inform a future review of the Shire's strategic planning documents.
- Future Urban Expansion Areas will be subject of further investigation and detailed planning to determine their suitability for any future land use changes.

Scale: 0 500 1000m

Figure 2 Spatial Growth Plan

### Strategic Projects

The Shire of Manjimup in collaboration with the Community Reference Group, AEC Group and relevant State Government agencies has identified a number of strategic projects that are designed to 'kick start' economic and population growth in the Town. The projects have been identified as transformational projects that will be pursued as business cases for Royalties for Regions (SuperTown) funding. The five (5) strategic projects are:

1. **Agricultural Promotion and Expansion:** marketing and promotion of agricultural production in the district, food processing, research/development, new crops as well as investment opportunities in regards to supporting food security in the future;
2. **Revitalising the Town Centre:** including main street revitalisation, timber and heritage park development, improved access and flow as well as attraction of business accommodation;
3. **Upgrade and Relocation of Airport:** to facilitate pilot training, recreational airport industry development and ancillary services, facilitate access for residents as well as reinforce airport's role in emergency services;
4. **Age Friendly Town:** is a town that is designed for all ages and including initiatives to attract older Australians, retirees as well as aged care facilities and health services;
5. **Research into Economic Opportunities:** undertake further study of other areas of economic growth including timber innovations, migrant re-settlement and affordable housing

### Making it Happen - Delivering on the Growth Plan

Manjimup's Growth Plan and supporting Implementation Schedule will ultimately be adopted by the Shire of Manjimup, South West Development Commission and Western Australian Planning Commission.

The Implementation Schedule sets out programs for the delivery of all recommended work across each of the five core themes – comprising economic, community, environment, built environment & infrastructure and governance. It includes a broad set of actions, roles and responsibilities, costs and timing required to inform the delivery of the necessary actions.

*Delivering the outcomes required to meet this vision requires a 'whole of Government' approach and commitment by many stakeholders across the region and the state – with sustained levels of support and resourcing. Critically, this transformation will need to be led at the local level by a strong and well resourced Local Government, playing a central role in the coordination of activities, investment initiatives and the development of strong and effective delivery partnerships.*

### Supporting Documents

The Growth Plan is to be read in conjunction with the following supporting documents:

- Indigenous Inclusion Report;
- Manjimup Airport Study;
- Manjimup Community Infrastructure Feasibility;
- Manjimup Performing Arts Centre Pre-Feasibility;
- Manjimup SuperTown Economic Development Plan;
- Manjimup SuperTown Recreation Infrastructure Feasibility Study;
- Manjimup Timber and Heritage Park Masterplan;
- Streetscape Enhancement - Town of Manjimup;
- SuperTown Project Community Consultation Report; and
- Water and Wastewater Infrastructure for Industrial and Commercial Precincts.

