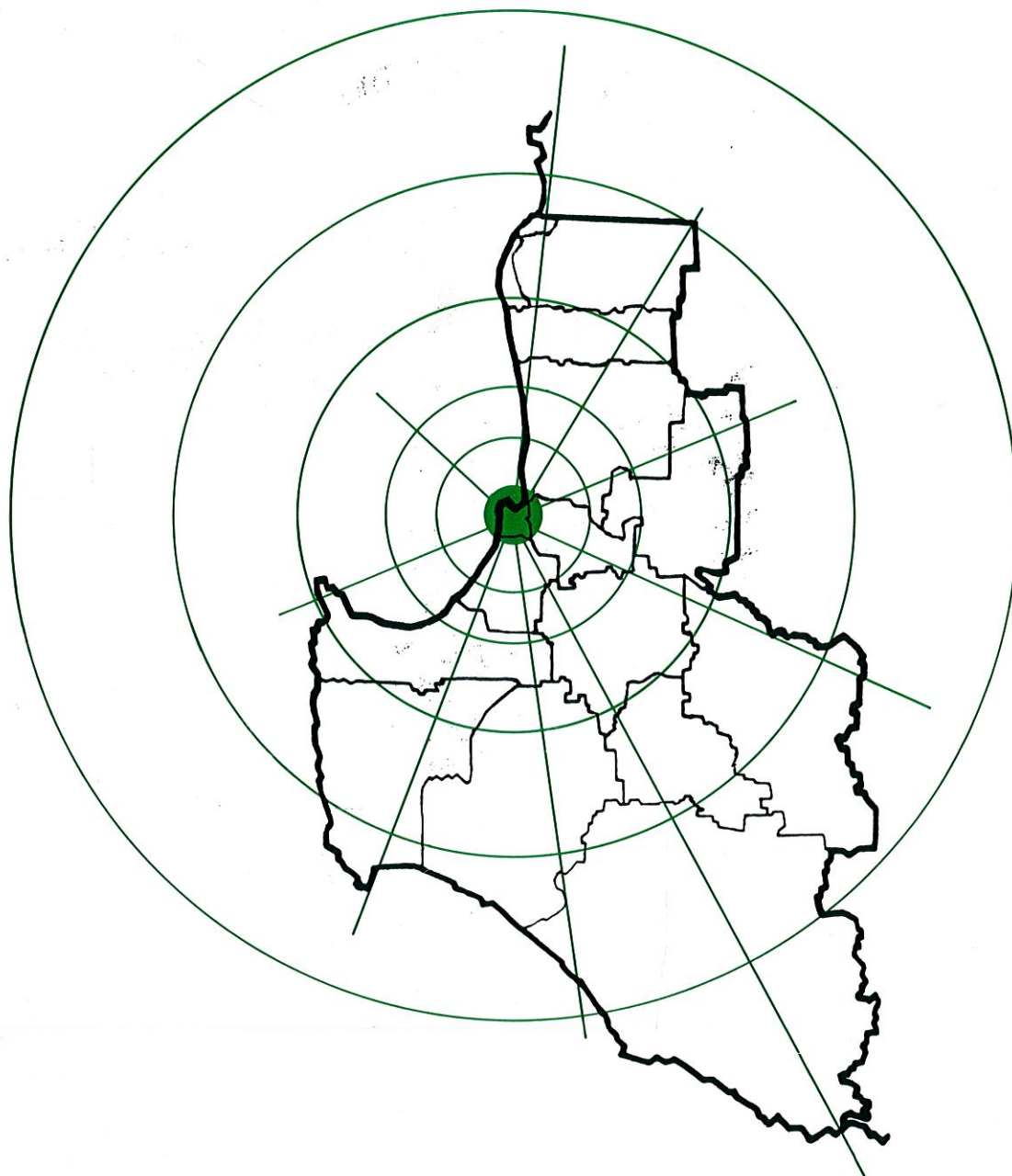


# South West Development Authority BUNBURY 2000

## POLICY DOCUMENT



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# **SOUTH WEST DEVELOPMENT AUTHORITY BUNBURY 2000**

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## **SOUTH WEST DEVELOPMENT AUTHORITY**

First Floor, Birds Building  
9 Stirling Street,  
Bunbury, W.A. 6230.

P.O. Box Bunbury 2000  
Telephone (097) 21 8588  
Telex AA 96125.

# BUNBURY 2000

**SOUTH WEST REGION  
OF  
WESTERN AUSTRALIA**





Hon. Brian T. Burke M.L.A.  
Premier of Western Australia.



## OFFICE OF THE PREMIER

5th December, 1983

DEPARTMENT OF THE PREMIER AND CABINET  
32 ST. GEORGE'S TERRACE, PERTH, WESTERN AUSTRALIA, 6000.

"Bunbury 2000" is an aggressive development strategy directed towards creating an alternative urban capital in Western Australia and accelerating the social and economic development of the entire South West region.

"Bunbury 2000" has top priority in my Government's programme and substantial progress will be made in its implementation during our first three years of office.

An integral part of that concept is the South West Development Authority. Its objectives include the formulation of a comprehensive general plan for the development of the region as a whole while directing initiatives for the expansion of the City of Bunbury. The South West Development Authority is a major vehicle by which "Bunbury 2000" can be implemented in a logical sequence.

This publication elaborates the reasons for developing Bunbury as an alternative urban capital in Western Australia and highlights the particular growth attributes of the city. The aims, objectives, functions and responsibilities of the South West Development Authority are shown together with areas of activity and examples of priorities in regional development.

The proposals are all breathtaking in scope and provide an indication of the commitment to the success of the overall programme.

Brian Burke, M.L.A.  
PREMIER



The Minister for Regional Development with Speical Responsibility for  
"Bunbury 2000", Mr. Julian Grill, M.L.A.

"Bunbury 2000" is essentially a plan to improve the quality of life in our regional centres.

The Bunbury strategy will give people the option of living and working in a pleasant regional environment with a full range of city services without many of the problems and pressures of metropolitan living.

It will, in turn, stimulate the towns of the South West region and give them easier access to the expanded services of Bunbury.

"Bunbury 2000" is one of the most exciting regional development plans ever launched in Australia. Experience gained during its implementation will have a bearing on how best the Government can meet the needs of our major regional centres for decades to come.

I commend this Policy Document to all who have an interest in the planned and orderly growth of this State.

A handwritten signature in cursive script that reads "Julian Grill".

Julian Grill, M.L.A.

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## WHY BUNBURY 2000?

The simple objective of the South West Development Authority and its Bunbury 2000 programme is the creation of a new west coast metropolis by the turn of the century.

The project is based on the belief that Western Australia needs regionalisation.

At present, 918,000 of the State's 1,299,000 people live in the Perth Metropolitan Area.

The Government is convinced that the best way to a more balanced population is the establishment of an urban alternative to Perth.

Regional development makes economic sense, easing the pressure on congested city transport, public utilities and community services.

It makes social sense, providing safer, friendlier and cleaner places for people to live.

And it makes common sense, because nearly all Western Australians support the idea.

In the Western Australian Government's view, most Perth people are happy with their city at its present size.

Metropolitan residents have consistently indicated they want only modest growth to maintain economic stability.

However, regional centres are eager for development.

Country people have been demanding the improved services and facilities that an increased population can bring.

The Bunbury 2000 programme is a bold and imaginative plan to divert projects and people from Perth to the South West.



The Government is confident the scheme will succeed, and will consider its implementation in other parts of the State.

Bunbury is the logical first option to the State capital.

The largest of Western Australia's regional centres, this South West port, 180 kilometres south of Perth, has an ideal environment to attract more residents. The community has an established, healthy growth rate and some exciting resource development prospects.

Most important, the development plan has strong local support.

Private investors have already committed millions of dollars to commercial projects, on the assumption that Bunbury 2000 will be a success.

### HOW IT WILL WORK

Establishing the South West Development Authority was the first essential step to creating a rival centre to Perth Metropolitan Area.

The Authority is formulating a master plan to make the best use of a major Government investment in the area.

This will involve channelling funds into regionalised government departments, better transport, tertiary education, improved services and industry incentives.

At the same time, the Authority will be making private investment in the South West a more attractive proposition.

One of the key objectives for this organisation will be to assure local communities some of the long-term benefits from resource developments worth an estimated \$3 billion.

The Authority will have the role of crystallising the development strategy. It will need to identify industries with the best potential for expansion and increased employment.

One of the brightest prospects for sustained development is certain to be tourism - a boom industry for the South West during the 1970's. Bunbury is listed as the gateway and service centre for the Region's naturally appealing tourist destinations.

The Authority will need to ascertain why some people leave the Region. It is already clear that families move to Perth because of a shortage of higher education and skilled employment opportunities. Therefore, the Authority's supervisory role in plans for an advanced education college and job retraining programmes will take on special significance.

The State and Federal Governments will use the newly established South West Authority to make the most effective use of business and employment incentive schemes.

The Authority will have a vital part to play in private development by providing the information foundation and feasibility studies for new business ventures.

Established businesses in agriculture, mining, timber production and commerce will get better access to market information and advisory services.

One of the reasons for creating a central regional body, under local management, was the need to co-ordinate the efforts of local authorities and other agencies already working for development. All of these bodies are expected to have a voice in the way their Region develops.

When the Government launched its programme for the South West, the policy statements referred to a process of "opening up" Bunbury.

In a sense, the whole community will go on show as a model for encouraging rapid expansion in the areas of the State where more people are most welcome.

## USING A REGIONAL CONCEPT

The Bunbury 2000 strategy evolved as a regional plan because of the commercial centre's dependence on its surrounding districts. Traditionally, any development in the South West has been good for Bunbury, creating an increased demand for business and administrative services.

However, the process has also worked in reverse, better facilities and a larger urban market in Bunbury have helped to stabilise developments in South West Shires. The Government is planning to make Bunbury's growth a catalyst for expansion of the whole Region.

In the meantime, the economic diversity of the South West makes an ideal foundation for the programme. Coal and bauxite deposits which are attracting billions of dollars in national and international investment are being mined in the Collie Basin and the Darling Escarpment, inland from Bunbury.

The Region covers most of the State's high rainfall, fertile farmland and nearly all of the commercial hardwood forests. The holiday coastline stretches for hundreds of kilometres.

Bunbury has become a centre for the area because of its size and strategic location. Most roads and rail services lead to the South West's traditional export outlet.

Therefore, Bunbury 2000 will work only if it succeeds through the whole Region. The plan will depend on support from all the fifteen shires in the South West.

At present, Bunbury City Council and its three neighbouring Shires of Harvey, Dardanup and Capel, have established a Regional Planning Committee to deal with Bunbury's expansion, because suburban development has spread across municipal boundaries.

One of the Authority's major tasks will be to develop this concept of co-operation between local authorities.

Like most urban centres, Bunbury has outgrown its local government boundaries, spawning the satellite suburbs of Australind, in the Shire of Harvey, Eaton in the Shire of Dardanup and Gelorup in the Shire of Capel. This area is known as "Greater Bunbury."

The City has strong links with the rest of its neighbouring Shires: Collie, Donnybrook-Balingup and Busselton. Another six Shires come into Bunbury's effective commercial and administrative zone. They are Waroona, Boyup Brook, Bridgetown-Greenbushes, Manjimup, Nannup, Augusta-Margaret River. Collectively, this is recognised as the "Bunbury Region."

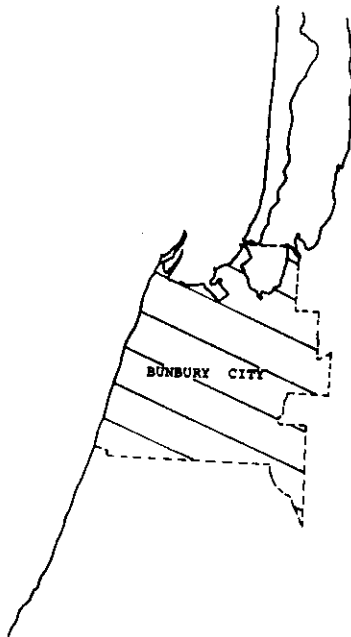
The "South West Region" is defined as the area including the "Bunbury Region" and the two Local Authorities of Mandurah and Murray.

The abovementioned defined areas are illustrated in Figure 1.

BUNBURY AND THE SOUTH WEST DEFINED

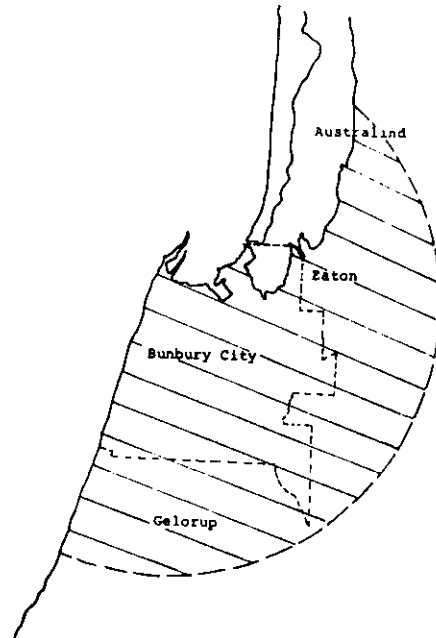
Figure 1

BUNBURY CITY



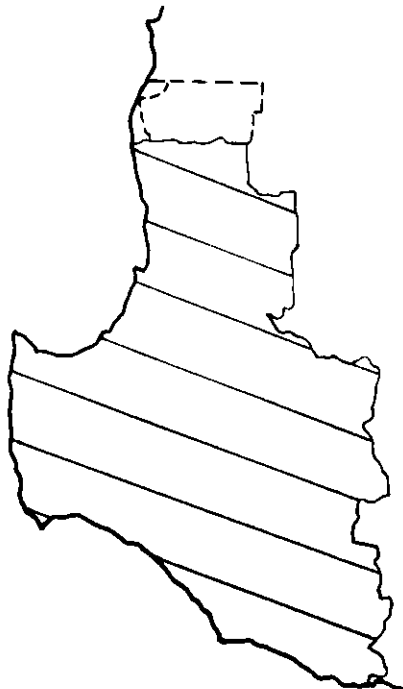
THE AREA WITHIN THE DEFINED BUNBURY CITY COUNCIL BOUNDARIES

GREATER BUNBURY



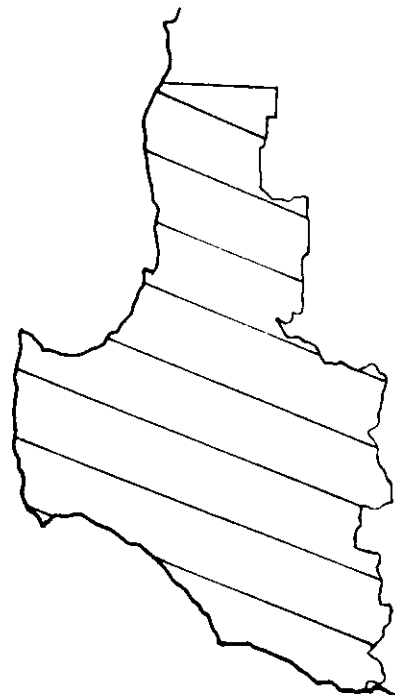
BUNBURY CITY INCLUDING THE TOWNS OF EATON, AUSTRALIND, DARDANUP AND GELORUP

BUNBURY REGION



THE SOUTH WEST STATISTICAL DIVISION EXCLUDING THE SHIRES OF MANDURAH AND MURRAY

SOUTH WEST REGION



THE 15 LOCAL GOVERNMENT AREAS IN THE SOUTH WEST STATISTICAL DIVISION



## THE SOUTH WEST DEVELOPMENT AUTHORITY

The Bunbury 2000 programme was announced in December, 1982. The charter outlined for the South West Development Authority stated:

The new regional body would:

*provide a framework within which all local authorities and other agencies operating in the Region may formulate co-ordinated, complementary and co-operative action for the overall development of the Region.*

Other agencies were to include representatives of industry, employers, employee organisations, education and training institutions, and the State and Federal Governments.

The charter listed three more specific responsibilities for the Authority.

1. Undertaking major economic and other studies of the Region as a basis for planning and co-ordinating regional development.
2. Providing the Region's local authorities with information services on the findings of commissioned studies and other research.
3. Promoting investment and expansion in the Region.

In order to complete its task, the Authority will need to draw up a general plan, outlining the broad basis for development in the South West.

The scheme will have to consider social as well as economic needs. It will have to be flexible enough to change with the times. The strategy will have to produce the best local involvement and benefits from the area's resource developments.

The Authority was established in May, 1983, is headed by a Director, and supported by an Executive Staff and a South West Advisory Committee. It is responsible to the Minister for Regional Development.

### THE FIRST TARGETS

The South West Development Authority is expected to set its own objectives as the Bunbury 2000 plan unfolds.

However, some of the most important targets have already been identified.

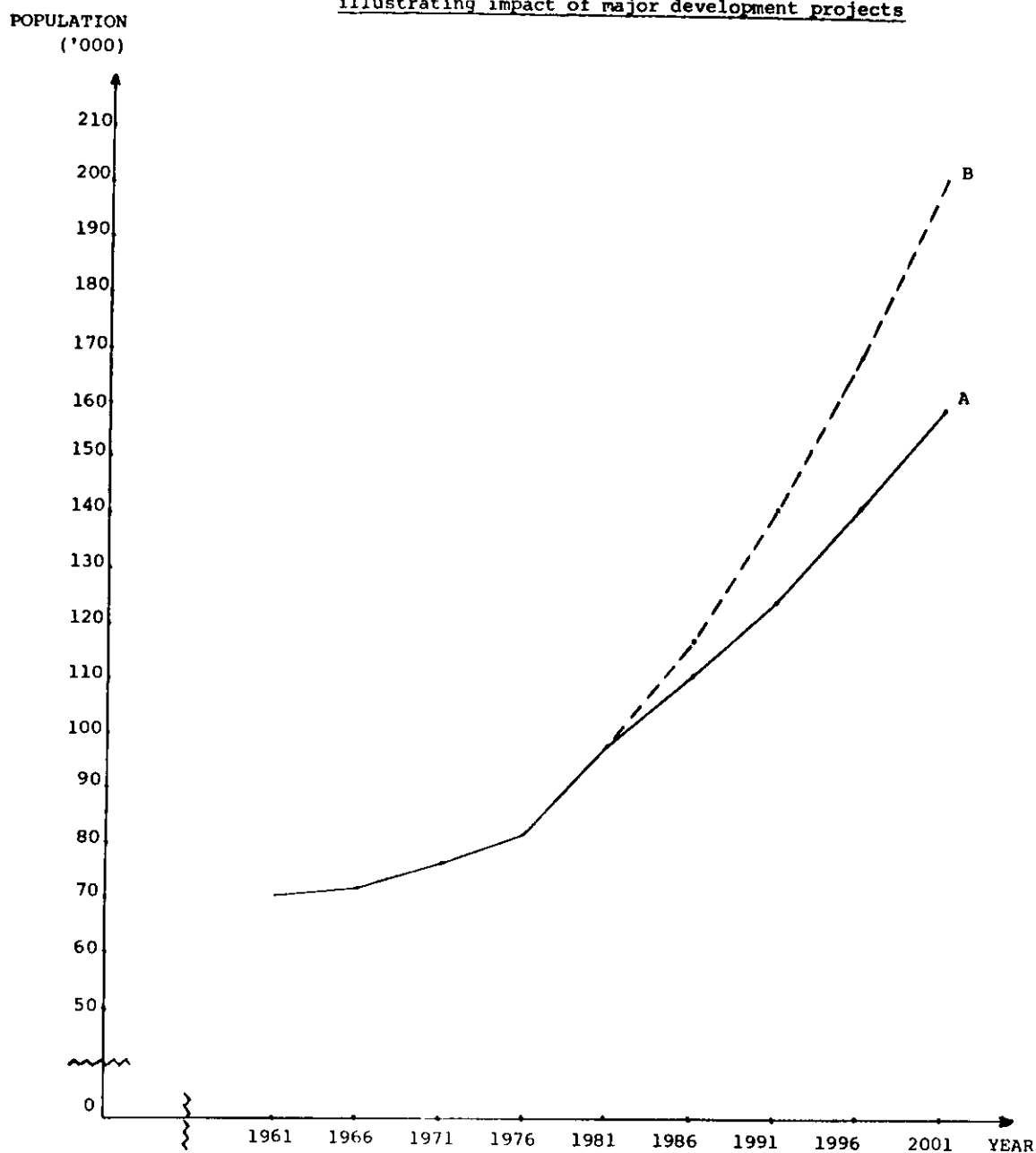
- A Bunbury advanced education college, to take its first full-time students in 1985.
- Removal of the city centre railway marshalling yards, to release six hectares of valuable space between the central business area and Leschenault Inlet.
- A two hour Perth-Bunbury railcar express service, to replace the existing three and a half hour train journey.
- A four lane highway between Perth and Bunbury.
- Relocating a number of Government decision makers and State administrative workers from the Perth Metropolitan Area to the South West.
- Accelerating various Government planned capital works programmes, such as the Geographe Bay boat harbour, Mandurah Estuary opening and new irrigation and water supply schemes.
- A start on the extensive research and planning programme to boost the Region's established industries. The programme will include a detailed investigation of overseas markets.
- Improving public transport in the Region with emphasis on local highways, extensions to Bunbury airport and possible electrification of key railways. The Authority is planning for an up-to-date public transport system in Bunbury's urban areas.
- Establishing a digital data communications network in Bunbury by June, 1984.
- Involving the South West in advanced technology industries.

To put the objectives into figures, the Authority will be aiming to double the South West population to 200,000 before the turn of the century. This will involve at least maintaining the 3.68 percent annual average growth rate in the Region between census surveys in 1976 and 1981.

A graph illustrating the South West Population Projections to Year 2001 is shown as Figure 2.

SOUTH WEST STATISTICAL DIVISION

Projected Population to Year 2001

illustrating impact of major development projectsNOTE:

**PROJECTION A:** Projection is based on South West Statistical Division Annual Average Growth Rate 1971-1981 of 2.47%. It is considered that Projection A exemplifies situation as it would be without major development projects.

**PROJECTION B:** Projection is based on South West Statistical Division Annual Average Growth Rate 1976-1981 of 3.68%. It is considered that Projection B exemplifies anticipated situation including known major development projects. It is assumed that growth established since 1981 will continue. Aspects not considered in projections include:

- (1) Regionalisation of Public Sector;
- (2) Devolution of central warehousing, retailing control etc by Private Sector; and
- (3) Multiplier effects in service sector from (1) and (2).

SOUTH WEST DEVELOPMENT AUTHORITY

MAY 1983

## ECONOMIC EXPANSION

The Authority will become involved in some key industries and services in its function as a regional development agency.

### Resource Development

Some of the State's most exciting resource projects are centred on the South West. Two modern alumina refineries are scheduled to start operations in 1984. Coal fired Muja power station is being expanded to become the State's largest source of electricity.

A multinational consortium and the State Government are negotiating a package deal for a power station and aluminium smelter.

And all this means an increasing demand for Collie coal.

Although the project decisions are being made by private companies and the State Government, the Authority will be providing a back-up information service. As the developments begin, the Authority will mobilise local business and industry to take advantage of the projects.

### Tourism

Catering for visitors and retired residents is already big business in the South West. Tourism, currently worth an estimated \$50 million a year to the Region, is one of the most buoyant and reliable growth industries. Magnificent beaches, forests and man-made attractions have contributed to the increasing visitor traffic.

Under the Bunbury 2000 plan, the Government will provide special financial incentives for the establishment and expansion of tourist services in the South West.

One of the objectives of the programme's transport measures will be to make the Region more accessible through Bunbury.

Some of the funds for regional employment programmes will be used to develop holiday and recreation facilities.

### Agriculture

The fertile, well-watered farmland in the South West makes it a very precious piece of the dry third of Australia.

Most of the intensive farming industries have stabilised after some troubled times. The Authority will make a special effort regarding the studies and contacts needed to open up the potentially lucrative South East Asian market for locally grown fruit and vegetables. There will be a comprehensive effort to improve the profitability and markets for dairy products, meat and wine.

The plan envisages extended activities for the Manjimup fruit and vegetable cannery and the Bunbury edible oils refinery. It will involve planning for an expanded commercial fishing industry.

### Forestry and Timber

The Authority will be part of an ambitious long-term plan to rebuild the forest reserves and place milling and woodchipping on a sound, sustainable footing.

By improving the marketing and utilisation of hard wood timber, a scientifically applied silviculture programme can be funded. The thinning process will improve the quality and yield of the timber.

Additionally, the Authority will be involved in intensive pine reafforestation.

The timber industry is labour intensive and offers significantly more employment per dollar invested, relative to other industries. These benefits will be distributed to small towns throughout the region because of the dispersed nature of the industry.



## SERVICE INDUSTRY DEVELOPMENT

Bunbury's long-term growth prospects will depend heavily on expanded administration and commerce.

Incentives for private business development will be financed by the Government's Regional Industry Assistance and Development programme. At the same time, the Authority is drawing up plans for a major decentralisation programme for government departments.

### Commerce and Industry

The proposed incentives will encourage new projects, maintain existing industries and promote small business expansion.

One of the schemes being considered will provide interest free loans for: product diversification, employment creation, investment incentives and other contributions to regional growth.

The Government intends establishing factory construction incentives and special backing for feasibility and marketing studies, consultancy services and industrial design.

Government contract preferences are being reviewed. Other support will include government guaranteed loans for small businesses, payroll tax concessions, the appointment of a South West Small Business Counsellor and a Small Business Development Corporation.

### Administration

Possibly the most ambitious segment of the Bunbury 2000 plan calls for a study into the prospects of locating the headquarters of a department in Bunbury. At present, most public servants, and nearly all senior government administrators, are stationed in Perth.

The State Government is committed to relocating a significant number of its Public Servants to the South West. The programme will also give local department personnel more autonomy.

The Authority will be supporting the case for regionalised Federal Departments.

### Transport

The Perth-Bunbury rapid railcar service is due to come into operation in 1985. In the meantime, Westrail is improving the inter city line and some of the regional freight lines. The Authority, in association with Westrail, is investigating proposals for electrifying some of the main rail routes in the South West.

Bunbury Airport will be upgraded to cope with larger and faster passenger and transport aircraft.

Long-term plans call for a comprehensive bus service in Greater Bunbury. Bus services also will be improved for regional towns.

Highway projects (duplication, extensions, acceleration and deceleration lanes, lights, safety islands and access roads) will be an important part of the transport programme.

The Authority will work closely with Bunbury Port Authority in an effort to achieve full utilisation of port facilities by increasing Regional exports.

### Education

Apart from the advanced education college, the Authority will plan ahead for new primary and secondary schools.

### Culture

The Government will help finance theatre and cultural complex facilities required in the Region.

### Housing

The Government will sell surplus land to finance a major State home building programme.

### Law and Order

More police, magistrates and Government legal staff will be stationed in regional centres.

### Communication

The Authority will try to ensure that communication facilities in Bunbury match the standard of services in Perth.

This will include establishing a digital data network and extending the AXE remote subservices through the Region.

### Public Utilities

The Authority will work with established agencies to plan for the Region's water and electricity needs.

### Health and Community Welfare

The plan involves a general improvement in the range of local health and welfare services.

## EMPLOYMENT

The Authority will have an important planning and co-ordination role in providing better job prospects.

A regional employment and training programme will try to make sure that industry incentives and Government projects generate local employment.

The Authority will be tailoring Government youth training and apprenticeship schemes to the local economy. The same will apply to employer training grants and labour cost subsidies.

The Bunbury advanced education college is expected to provide business studies and commerce courses.

The first priority of job creation schemes will be work for people already living in the Region.

The success of the projects will be monitored by the Authority.

## CONCLUSION

The Bunbury 2000 Plan will be a complex and demanding undertaking. However, the South West Development Authority believes that all of the objectives are possible.

To succeed, we will need the co-operation of Government departments charged with regionalising their offices, the support of local authorities already working for the development of their own areas and the belief of the people in the South West Region.

The task set for the Authority is challenging, exciting and accepted.

