INVEST HARVEY REGION

Image source: *Harvey Aboriginal Corporation*.

Kaya noonakoort. Wandju nidja Noongar Boodja.

HELLO EVERYONE. WELCOME TO NOONGAR COUNTRY.

The Shire of Harvey acknowledges the traditional custodians of the land and their continuing connection to the land, waters and community. We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders both past and present.

CONTENTS.

4 **An overview of the Harvey Region**
12 **Economic, social and geographic snapshot**
16 **Major projects and infrastructure**
18 **Comparison analysis**
20 **Location**
24 **Our places**
32 **Key industries**
34 **Food, agribusiness and technologies**
36 **Beef, lamb and veal**
40 **Dairy**
48 **Viticulture**
54 **Vegetables**
60 **Citrus and avocado**
72 **Horticultural diversity**
82 **Forestry and forest products**
84 **Tourism, agritourism and hospitality**
98 **Renewable and clean technologies**
104 **Mining and extractive industries**
108 **Construction and haulage**
114 **Manufacturing and engineering**
128 **Retail industry**
138 **Health and allied health services**
142 **Education**
146 **Creative technologies**
152 **Precincts and land development**
162 **Liveability**
164 **Business support**
166 **Glossary of terms**
170 **References**

DOCUMENT VERSION 1 - JUNE 2024
DOCUMENT VERSION 2 - JUNE 2026

WE ARE HARVEY REGION.

You'll find us between the Darling Range and the Indian Ocean, 90 minutes south of Perth, Western Australia. We're a dynamic area with a rich history, flourishing economy, supportive business climate, and innovative residents with a 'have a go' attitude.

This investment guide provides a comprehensive overview of the opportunities available in the Harvey Region, including key areas such as the local economy, investment opportunities, successful businesses, and the regulatory environment. It is designed to help investors make informed decisions about investing in the area.

Image credit: *Bianca Turri*.

THE HARVEY REGION ADVANTAGE.

There is much in favour of choosing the Harvey Region as a business destination – here's why:

1. Fertile Ground for Growth

The Harvey Region is one of the largest LGAs in the South West with an estimated population of more than 31,500 residents. The population of the area grew by 20% in the decade leading into 2024 and it is projected to continue to grow in the near future with many proposed subdivisions in planning phase.

2. Sustainable Development at its Heart

The Shire of Harvey is committed to sustainable land use planning, with a focus on protecting its precious natural resources, supporting agriculture, and encouraging responsible development. However, this commitment does not come at an economic cost. In fact, in 2025, the Shire of Harvey LGA had a per hectare gross regional product of $14,011, higher than Western Australia's $1,816.

The Harvey Region is also experiencing strong interest and investment from renewable companies which have identified its natural advantages in this space, including solar, battery, hydrogen and wind.

The Harvey Region is home to several innovative manufacturing companies that are leveraging new technologies to improve their operations and products, such as Harvey Beef (WA's largest beef processor and exporter). The Region is also within 40 minutes of the state-of-the-art facilities of the Food Innovation Precinct Western Australia.

3. A Strategic Location

Situated between the cities of Perth and Bunbury, with a growing population base, the Shire of Harvey LGA is well-placed – literally and figuratively. The Region is fortunate to share the same time zone with key trade markets in Asia.

4. Winning Diversified Industries

You'll find a supportive business environment and a range of investment opportunities in various sectors. The Harvey Region's current and future investment strengths are in four specific areas:

- Food, agribusiness and technologies
- Mining and manufacturing
- Renewable and clean technologies, and
- Tourism, sport and leisure.

The mining, manufacturing (including food) and construction sectors combined to make up more than 68.7% of the Harvey Region's economic output, and create over 3,396 local jobs (2025).

5. Agricultural Heartland

It's a renowned agricultural region with fertile alluvial soils, warm climate, and abundant water resources, making it an ideal location for agriculture. It's also a region which is not only succeeding but growing. The Harvey Region's output is $5.7 billion, which was an 11.2% increase between 2022 and 2025.

6. Strong Tourism Potential

There is significant promise for tourism development, with opportunities for eco-tourism, adventure tourism, and cultural tourism all on the cards for Bunbury Geographe (or BunGeo as it is known). Its natural attractions, unique history, and proximity to major markets make it an ideal location for tourism investment and a hot destination for ahead of the curve influencers.

7. A Convenient Lifestyle

The Harvey Region offers a relaxed and welcoming community lifestyle, excellent health services, and a range of community events and activities compared to other business hubs. There are numerous working opportunities with a low unemployment rate of 2.5%, compared to Western Australia's unemployment rate of 4.1%. Its strong community spirit and high quality of life make it an attractive location for workers, families and retirees seeking a peaceful and comfortable lifestyle.

8. Build it and They Will Come

The Harvey Region has well-developed infrastructure. The area has a strong transport network, with connections to Forrest Highway, South Western Highway, Bunbury Port and reliable public transport.

Residents and businesses within the Harvey Region are also benefiting from the completion of the $1 billion+ Wilman-Wadandi Highway.

An upgraded passenger Australind Train service, with additional connections between Perth and Bunbury, via Yarloop, Cookernup, Harvey, and Brunswick, returned in 2026.

There are also considerations underway for a fast rail connection or light rail integrated public transport solution from Perth to Bunbury and Busselton.

Image credit: *Haydn Jones.*

Image credit: *Uncommon Creative*.

THE HARVEY REGION ADVANTAGE.

9. A Combination of Land, Sea and Water

The Harvey Region's diverse natural attractions, including the Leschenault Estuary, the Leschenault Peninsula Conservation Park, Yalgorup National Park, Logue Brook Dam and Harvey Dam, and the Darling Scarp combine to offer a beguiling lifestyle offering for those who choose to live and work here.

These attractions offer a range of outdoor experiences, such as fishing, kayaking, and bushwalking, making the Harvey Region an ideal destination for nature lovers and adventure seekers.

Perhaps most importantly, the Harvey Region is home to one of only four irrigation supply schemes in Western Australia; the South West Irrigation Area, managed by Harvey Water, which supports a thriving hub of industry and innovation. It's no exaggeration to say that the contribution this area makes to the state as a whole is life-giving.

10. Home to Rising Stars

The Harvey Region has a long-standing tradition of commerce and entrepreneurship, with a diverse range of industries driving economic growth and contributing to the prosperity of the local community. The economy has seen steady growth over the past decade, with an economic output of $5.7 billion.

The area is full of residents who have turned their passion into successful businesses, many operating for generations. The Harvey Region is home to both iconic and emerging brands, including Harvey Beef, Harvey Fresh, and Tronox, all of whom have chosen the area as their Western Australian home.

11. Skilled and Diverse Workforce

The Region exudes innovation and a 'have a go' attitude. It has a skilled and motivated labour force, with 30% of residents holding a vocational qualification which is 5% above the regional WA average (2025). The area is also home to a range of educational facilities, including the WA College of Agricultural and South Regional TAFE, and is within close proximity to Edith Cowan University.

Businesses also have access to the Western Australian Designated Area Migration Agreement, which took effect in 2022, easing the burden of skilled worker shortages.

In short, it's a workforce ready and able to contribute to your bottom line. In 2025, the Shire of Harvey LGA had a per worker gross regional product of $287,307.

12. Proud Heritage of Diversity

The Harvey Region takes pride in its cultural heritage, including the heritage of its First Nations people, the Bindjareb and Wardandi people of the Noongar Nation. We are also a welcoming and diverse community, with approximately 19.29% of residents coming from overseas. The growing immigrant population has helped drive economic growth and enhance the area's thriving business community. Our business environment is characterised by hard work, community support, and a "have a go" spirit, which has earned the area a reputation for being a place where anyone, no matter their background, can succeed.

Image credit: Tourist the Bus.

13. The Ultimate Work Life Balance

The Harvey Region is a place where together, we work toward creating a dynamic region, where business innovation is achieved congruently with an exceptional, sustainable lifestyle.

The five-minute life awaits. Exceptional connectivity, short commuting times, outstanding residential services and infrastructure, and stunning landscapes create an enviable place to live.

14. Here to Support You

The Harvey Region has a supportive and favourable business climate, with a range of support services and programs available to assist businesses to start, grow and succeed.

The area is strongly connected to thriving business communities such as the Bunbury Geographe Chamber of Commerce and Industry and the Bunbury Geographe Economic Alliance, which provide opportunities for collaboration, growth and networking.

The Shire of Harvey is also committed to supporting investment and development in the Region, offering a clear and streamlined planning process and support services to help investors navigate the investment process.

ECONOMIC, SOCIAL AND GEOGRAPHIC SNAPSHOT.

If you're looking for a vibrant hub to locate your business, the Harvey Region in Australia's South West is a productive and sustainable choice.

WELCOME TO THE NEIGHBOURHOOD

Beyond the fact the Harvey Region has one of Western Australia's most attractive scenic backdrops, it also consists of vibrant, diverse communities with a growing population and a fascinating mix of ancestries from the Philippines to Vanuatu.

With a median age of 39 and a higher proportion of households with children than other parts of regional WA, it is a great place for families and retirees alike. Wherever you've come from, you'll find a warm welcome in the Harvey Region.

31,495
estimated residents in 2024*

20.3% INCREASE
in the 10 years from 2014 to 2024*

39
Median age of residents+

11,863
dwellings in the Harvey Region+

32%
of households are couples with young children+

Higher than WA at 29.5%+

42%
of households (2021) had a mortgage+

Higher than WA at 37%+

19%
of residents were born overseas+

The top five ancestries of residents in 2021 were+:

1. ENGLISH
2. AUSTRALIAN
3. SCOTTISH
4. IRISH
5. ITALIAN

PHILIPPINES
was the largest non-English speaking country of birth, with 1.9% of residents born there+

Largest changes in birthplace country from 2016 to 2021+:

PHILIPPINES	+144 persons
INDIA	+82 persons
NEW ZEALAND	-75 persons
VANUATU	+65 persons

16
schools in the Harvey Region+

25.3%
of the population are aged under 18+

Higher than WA at 22.6%+

9.2%
of the population is secondary school aged+

Higher than WA at 7.4%+

SOURCES:
+ REMPLAN - March 2025
* ABS Estimated Residential Population (2024)

A THRIVING ECONOMIC LOCATION

With a total industry output of $5.7 billion and a Gross Regional Product of $2.42 billion, the Harvey Region offers businesses the chance to foster economic growth and forge competitive opportunities thanks to a low unemployment rate and a competitive per capita Gross Regional Product.

OUTPUTS & EXPORTS

$5.7 BILLION
in outputs+

11.2% INCREASE
in industry output between 2022 and 2025.+

13% of output in the South West+

Largest contributors to regional output+:

1. BUNBURY
2. BUSSELTON
3. COLLIE
4. SHIRE OF HARVEY LGA

Largest industries (by output) in the Shire of Harvey LGA+:

- MANUFACTURING
- MINING
- CONSTRUCTION

These industries accounted for **68.7%** of the total output by industry in the Harvey Region+

The largest changes in output by industries between 2022 and 2025 in the Shire of Harvey LGA were for+:

- AGRICULTURE, FORESTRY & FISHING +23.3%
- MINING +19.4%
- ELECTRICITY, GAS, WATER & WASTE +18%
- CONSTRUCTION +12.4%
- MANUFACTURING +5%

$3.18 BILLION
value of exports+

17% of all exports in the South West+

GROSS REGIONAL PRODUCT

$2.42 BILLION
Gross Regional Product+

$14,011
Per Hectare Gross Regional Product for the Shire of Harvey LGA+

↑ 671.8%
higher than WA's Per Hectare Gross Regional Product+

$287,307
Per Worker Gross Regional Product for the Shire of Harvey LGA+

↑ 16.7%
higher than the South West's Per Worker Gross Regional Product+

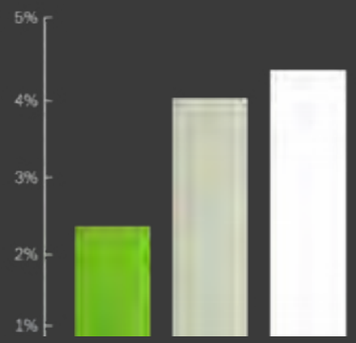
LIVING & LABOUR

1,780
local businesses+

$1,334
median weekly household income^

Top employing industries+:

- CONSTRUCTION
- MANUFACTURING
- EDUCATION & TRAINING
- MINING
- AGRICULTURE, FORESTRY & FISHING



LOW UNEMPLOYMENT RATE
of 2.5% (Sep 2025) compared to WA's rate of 4.1% and Australia's national rate of 4.2%+

8,425
local jobs+

SOURCES:
+ REMPLAN - March 2025
^ ABS Census of Population & Housing (2021)

MAJOR PROJECTS & INFRASTRUCTURE

A BIRD'S EYE VIEW.

MARKET CONDITIONS

- Growing population and economic activity
- Robust and diversified local government
- Strong infrastructure networks
- Access to a skilled labour force
- A favourable business climate

INDUSTRY TRENDS

- Increasing demand for sustainable energy
- Growth in tourism and agritourism industry
- Expansion of education facilities
- Adoption of innovative technologies
- Growing demand for local products

POTENTIAL INVESTMENT OPPORTUNITIES

- Renewable energy projects (e.g. solar)
- Agritourism ventures (e.g. wineries)
- Manufacturing and processing facilities
- Education and training centres
- Infrastructure projects (e.g. transport)

KEY INDUSTRIES

- Food, agribusiness and technologies
- Mining and manufacturing
- Renewable and clean technologies
- Tourism, sport and leisure
- Construction

Proximity to Perth
Only 90 minutes south of Western Australia's capital city, Perth.

Yarloop Workshops Precinct
Development of the historic Yarloop Workshops.

Munda Biddi MTB Trail
Development of the Munda Biddi Trail Spur to connect riders with Harvey.

Harvey Trails and Adventure Hub
Development of trail and adventure activities between Harvey Dam and Logue Brook Dam.

South Regional TAFE – Harvey

Harvey Beef
Western Australia's largest beef processor.

Fiveight Binningup
220 hectare urban development with residential, retail, and leisure uses, including a par 3 golf course.

Australind to Myalup Coastal Drive
Proposed 2-stage tourist drive to connect Australind, Binningup and Myalup.

Harvey Water
Managing the 112,000 hectare Harvey Water Irrigation Area.

WA College of Agriculture

Australind Grove
Affordable housing, residential and workers development.

Train Line
Freight and passenger train line connecting to Perth.

Kemerton SIA
Strategic industrial estate for the South West and links to the Bunbury Port.

Treendale East
188.5 hectare urban development with residential, retail, hospitality, and recreation use.

Leschenault Leisure Centre
AUD $23 million expansion of the Region's leading recreation centre.

Ridley Place Redevelopment
Proposed hospitality facility at Ridley Place Foreshore, overlooking the Leschenault Estuary.

Treendale Road
Special residential development on the Collie River.

The Village Shopping Centre

Treendale Shopping Centre

Port of Bunbury
One of the largest regional ports in Australia.

Bunbury Health Campus

South Regional TAFE – Bunbury

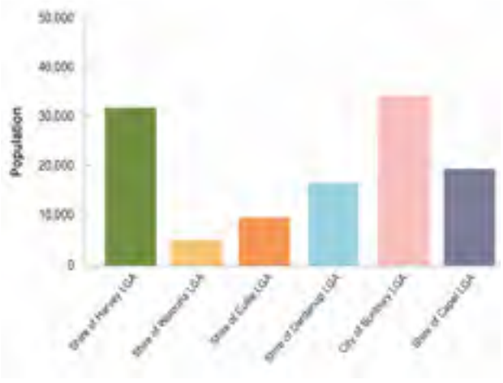
Edith Cowan University

A STRONG PROPOSITION.

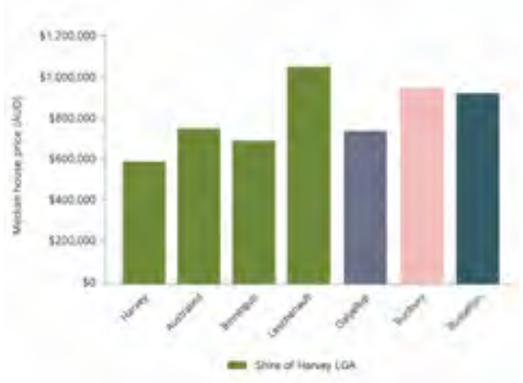
Looking to make an informed investment decision in the South West of Western Australia? Interested to find out why the Shire of Harvey LGA stacks up so strongly against surrounding areas?

Here are some stats to help you compare the Shire of Harvey LGA with surrounding local government areas. Informed by these facts, the next step is to discover for yourself why the Harvey Region stands out as an exceptional investment opportunity.

POPULATION (2024)+

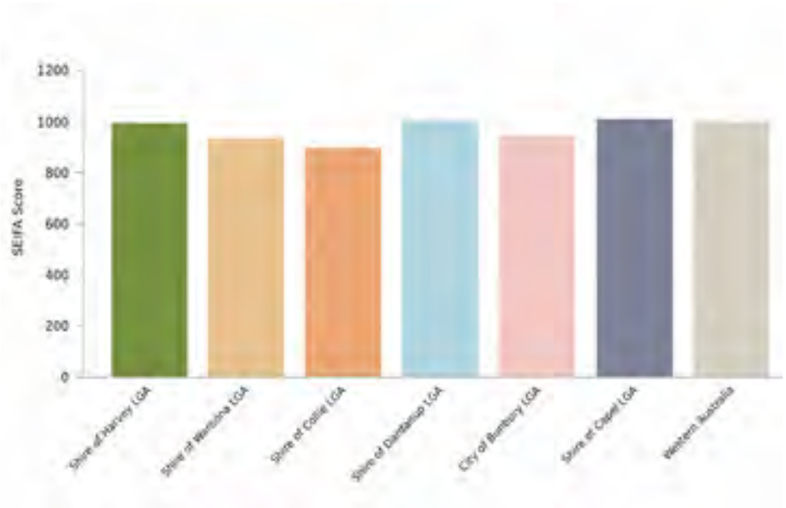


HOUSE PRICES (2025)#



AGE DISTRIBUTION (2021)+

SOCIO-ECONOMIC INDEXES FOR AREAS (SEIFA) SCORE (2021)+



QUALITY OF LIFE (2021)

Place to Live

Shire of Harvey LGA has a 'Place to live' score of **82/100**, which is seven points above the WA local government area industry average of 75/100.

Access to Housing That Meets Your Needs

Shire of Harvey LGA has an 'Access to housing that meets your needs' score of **65/100**, eight points above the WA local government area industry average of 57/100, and only three points shy of the industry high score of 68/100.

Overall Performance

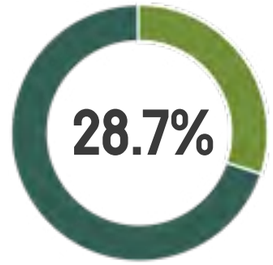
Shire of Harvey LGA has an 'Overall performance' score of **70/100**, making it the fourth highest scoring regional LGA.

VOCATIONAL QUALIFIED POPULATION (2021)+

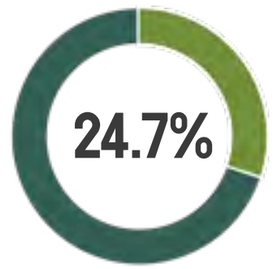
% of population aged 15+

Shire of Harvey LGA

South West



Western Australia



SOURCES:
+ REMPLAN - March 2025
# REIWA

OUR SWEET SPOT.

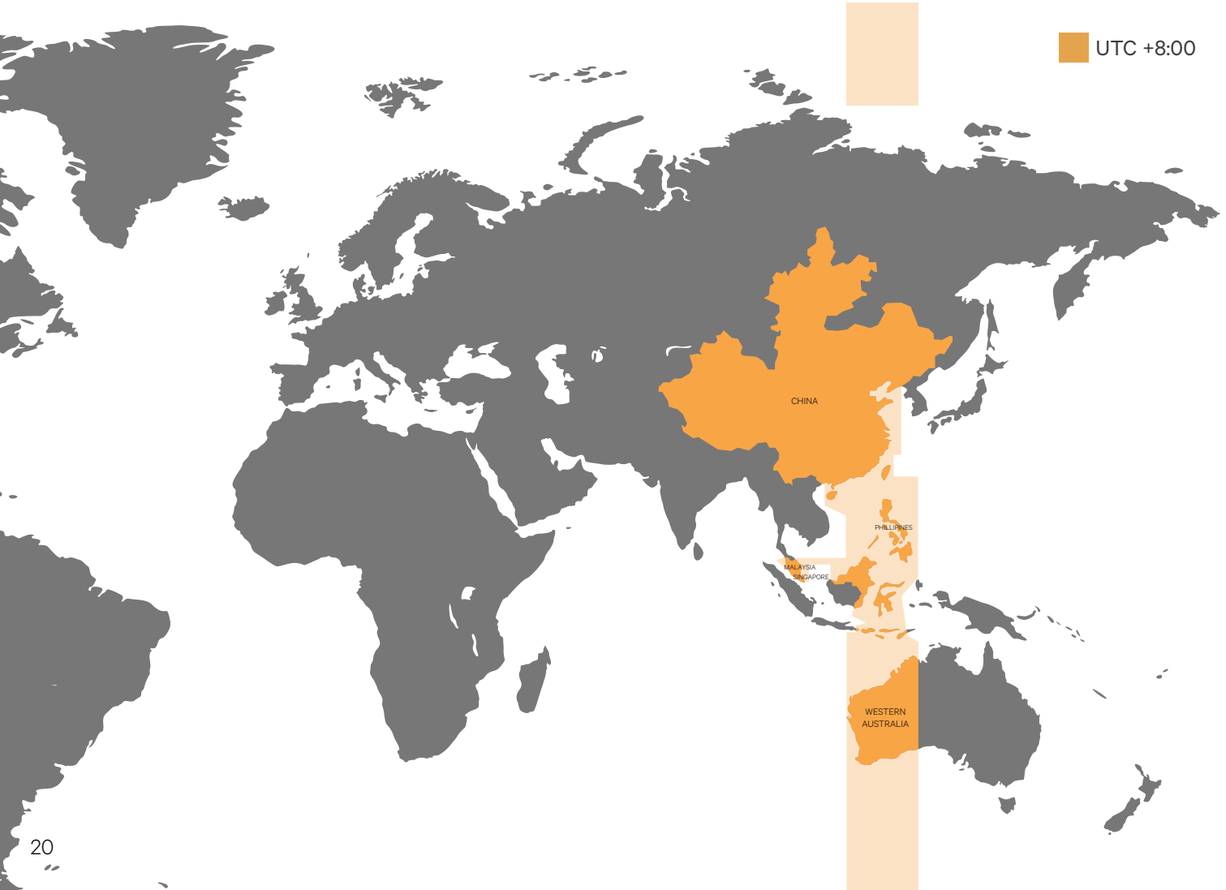
Like the old saying goes, we're pretty proud of our 'location, location, location'. Situated just 90 minutes south of Perth and 90 minutes north of the renowned Margaret River Region, the Harvey Region spans over 1,735 square kilometres, boasts 42 kilometres of uninterrupted coastline, a myriad of waterways, and stunning hinterland.

Thanks to its strategic location and well-connected transport networks, the Harvey Region presents an exceptional opportunity for businesses looking to efficiently access national and international markets.

With commercial, residential, urban and industrial precincts, the Region is home to over 31,000 people across a range of coastal, rural and urban localities. This is supported by a direct connection to the Greater Bunbury Area with a population of over 100,000.

Despite all this convenience and ease of access to travel infrastructure, you'll be saying goodbye to major traffic snarls.

The majority of people within the Harvey Region live within minutes of their work or school, and traffic congestion is almost non-existent. The City of Bunbury is only minutes away for many, making the daily commute a breeze and traffic jams a distant memory.



50 MINUTES
to Busselton-Margaret River Airport.

75 MINUTES
to Jandakot Airport.

90 MINUTES
to Perth Domestic and International Airport.

10 MINUTES
to Bunbury Port.

60 MINUTES
to Kwinana Port.

70 MINUTES
to Fremantle Port.

75 MINUTES
to Perth Markets Central Trading Area (CTA).

3 MAJOR HIGHWAYS
connecting to Perth - Forrest Highway, South West Highway and Coalfields Highway.

4 TRAIN STATIONS
for passenger trains to and from Perth, and connections to national train and freight networks.

LAND, WATER & SEA.

It's no exaggeration to describe the Harvey Region as a natural wonderland, and for those who call the area home, it's a major contributor to their positive lifestyle. Within the Shire of Harvey LGA, you'll find a diverse range of landscapes and ecosystems, many of which are unique to WA.

There are three main landform units within the Harvey Region, including the Coastal Plains, the Darling Scarp (100 to 200 metres above sea level), and the Darling Plateau, which is inland from the Scarp and rises to approximately 300 metres.

Along its 42 kilometres of continuous coastline, known as the Yalgorup Coast, visitors can find some of the most stunning and pristine beaches in Western Australia. These beaches are backed by extensive coastal dune systems that provide vital habitats for various plant and animal species, some of them uniquely indigenous to the area.

Adjacent to Australind, the Leschenault Estuary stretches more than 13 kilometres and provides a crucial habitat for fish species and a wide range of waterbirds, including migratory species listed under international agreements.

Other wetlands of international significance include the Peel-Yalgorup System which extends through Mandurah, Waroona, and Harvey, and is listed under the RAMSAR Convention of 1971.

Perhaps most importantly, the Harvey Region is home to one of only four irrigation supply schemes in Western Australia; the South West Irrigation Area, managed by Harvey Water, which supports a thriving hub of industry and innovation. It's no exaggeration to say that the contribution this area makes to the state as a whole is life-giving.

Along the Darling Scarp there are three major water catchment systems: Stirling Dam, Harvey Dam, and Logue Brook Dam, all of which are essential sources of high-quality water.

These catchment systems provide approximately 111 gigalitres per year of public water for Western Australians and have played a significant role in the growth of agriculture and horticulture throughout the state.

"We have some of the clearest water in Australia"
Tony Barton

Image credit: *Bianca Turri.*

UNIQUELY HARVEY REGION.

The vast Harvey Region is made up of nine rural and coastal towns, each imbued with their own unique character and charm.

There's also a diverse range of localities, including Australind, Beela, Benger, Binningup, Brunswick, Cookernup, Harvey, Hoffman, Leschenault, Mornington, Myalup, Parkfield, Roelands, Uduc, Warawarrup, Wellesley, Wokalup, and Yarloop.

Image credit: *Bianca Turri.*

Image credit: *Bianca Turri.*

Harvey & Wokalup

- Surrounded by lush farmland and orchards, Harvey and Wokalup offer a peaceful country lifestyle with all the essential amenities.
- Strong food production and agriculture focus supporting the world-leading businesses of Harvey Beef, Harvey Fresh, Roesner, Harvey Water, Harvey Cheese and Harvey Citrus.
- Highly-regarded education institutions including Harvey Senior High School, South Regional TAFE - Harvey Campus, and the WA College of Agriculture - Harvey.
- The administrative centre of the Shire of Harvey.
- Hospital and aged care facilities, such as Hocart Lodge Aged Care.
- Multicultural community including Italian and Filipino populations.

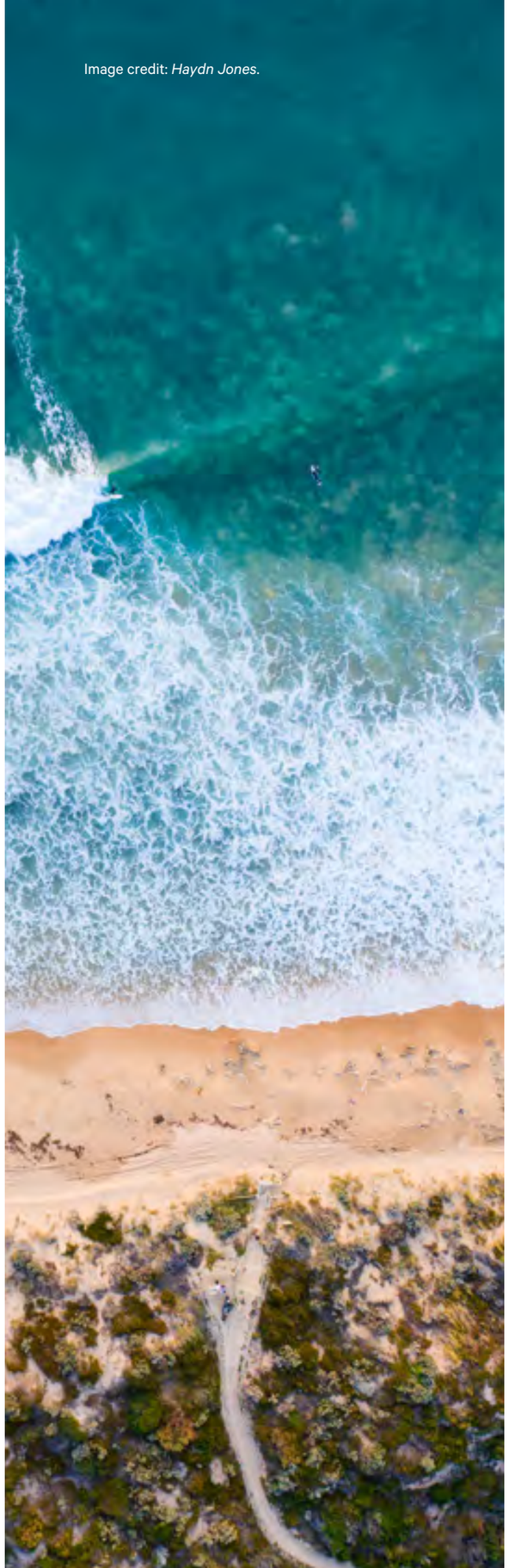
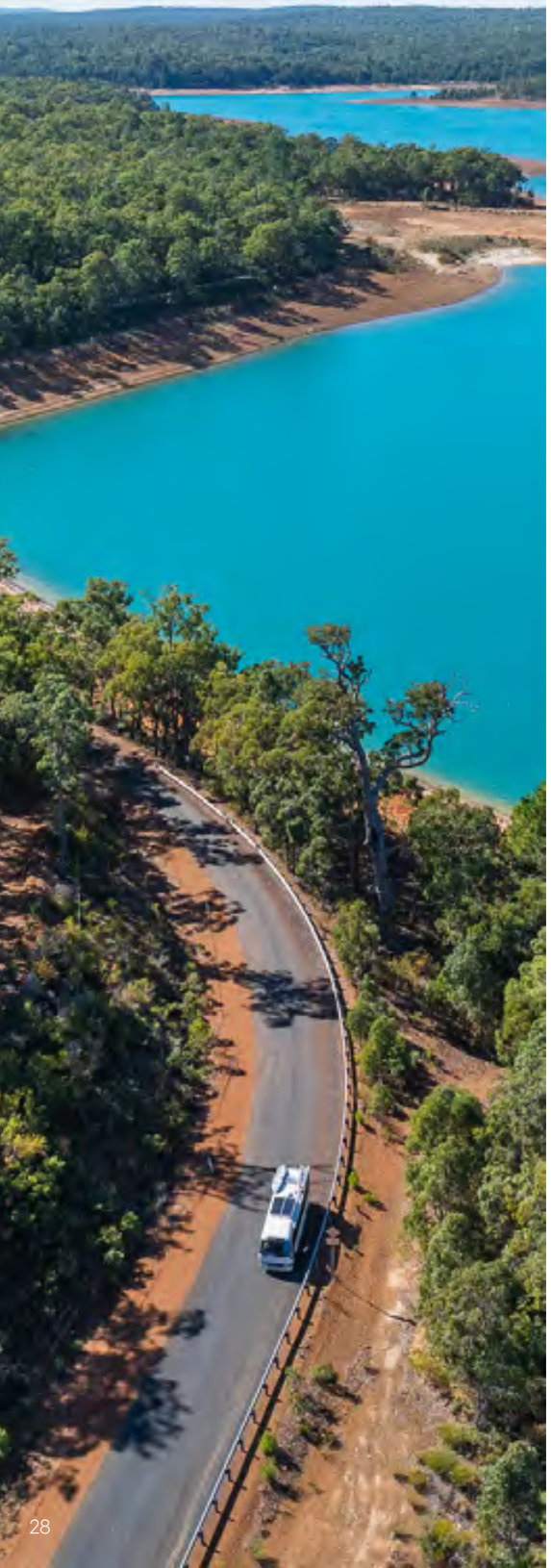


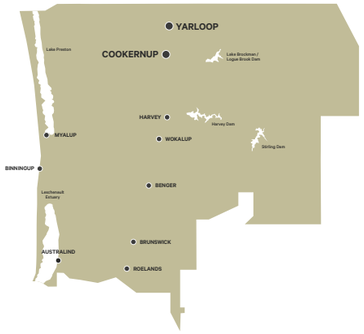
Image credit: *Haydn Jones.*

Binningup & Myalup

- Stunning beachside communities with a strong tourism focus.
- Myalup is adjacent to the Yalgorup National Park, an internationally-recognised Ramsar-listed wetland.
- Strong horticulture economy contributing significantly to Western Australia's fruit and vegetable production.
- Fiveight has acquired a substantial residential land holding in Binningup which is expected to grow its population to more than 3,000 in the next five to 10 years. This will be supported by a small retail centre and leisure amenity, including a golf course.

Image credit: Tourist the Bus.





Yarloop & Cookernup

- Yarloop is a historic town with a unique and fascinating past, as an internationally renowned timber town and its resilience in the face of the devastating 2016 fires.
- The Yarloop Town Development Plan outlines a vision for the future of the town, with a focus on revitalising the local economy and preserving its historic character.
- Cookernup is a charming village located just a short distance from Yarloop with a town hall and general store that provides essential services.
- Nearby, Lake Brockman is a popular destination for fishing, camping and outdoor activities.

Image credit: *Haydn Jones*.

Brunswick, Beela, Mornington, & Benger

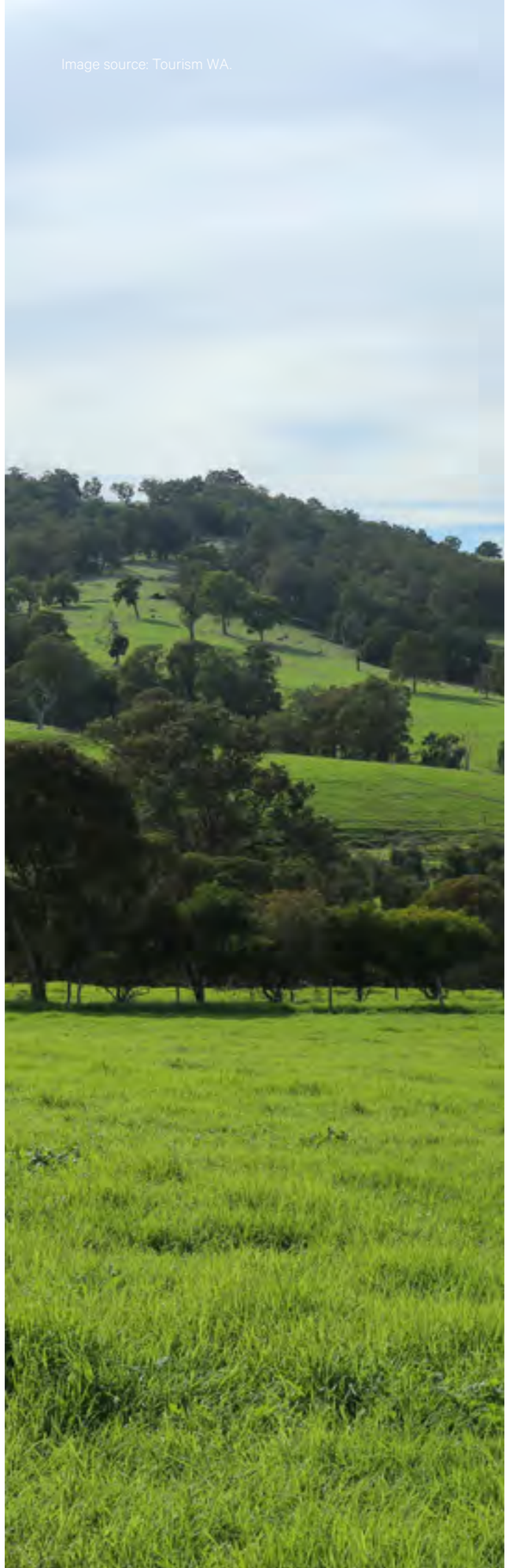
- Brunswick is a bustling agricultural community situated at the foothills of the Darling Scarp along the Brunswick River and home to nearly 1,000 people.
- Close proximity to Australind and an important hub for road, rail and freight links in the area.
- Medical services and aged care facilities.
- Home to some of the oldest farms in Western Australia with a leading agriculture show grounds and sales yards.
- The surrounding localities of Mornington, Beela and Benger support expansive farm properties and forest areas that stretch along the picturesque Darling Range and the rich hinterland.
- Access to Harvey Water irrigation scheme.
- Home to major businesses such as B&J Catalano and Carbone Bros.

Image credit: *Sean Scott.*

Australind, Leschenault, Kingston & Treendale

- Located between the Brunswick and Collie Rivers and overlooking the Leschenault Estuary, Australind includes the suburbs of Kingston, Treendale, and Clifton Park.
- Leschenault is located adjacent to Australind, offering a peaceful, nature-filled retreat within easy reach of urban amenities.
- Part of the Greater Bunbury Urban Area (population 100,000).
- Excellent access to primary and secondary schools and aged care facilities.
- Local and district shopping facilities including Treendale and The Village Australind shopping centres.
- Regional sporting facilities, including the Leschenault Leisure Centre, football and cricket ovals, netball and basketball courts, and more.
- Well-connected to Perth and other major regional centres, with easy access to the Forrest Highway and public transport connectivity to Perth and Bunbury.
- Rich heritage, first settled in the 1840s.

Image source: Tourism WA.



Roelands

- Roelands is a rapidly growing residential community with stunning views over the coastal plains and surrounded by rich farm land.
- Located just 20 minutes from Bunbury and 10 minutes from Australind, it is also home to an independent Christian school catering from kindergarten to year twelve, providing excellent education opportunities for families in the area.
- Growing tourism businesses including Roelands Village, operated by the Woolkabunning Kiaka Aboriginal Corporation and Edith Valley Function Centre.
- The Collie River provides recreation facilities and is a tourism drawcard.

WHAT MAKES US TICK?.

Uncover the key industries that keep the wheels turning within the Shire of Harvey LGA, and meet the makers and shakers driving the Harvey Region's economic growth. These four high-value industries are envisaged to be key drivers for economic growth and development in the Harvey Region's future.

Food & Agribusiness

The Food, Agribusiness, and Technologies industry is well-established within the Harvey Region and offers businesses access to leading irrigation systems, agricultural education providers, and national industry associations.

In 2022, the Harvey Region produced 10% of WA's fruit and vegetables. It provides the majority of onions (92%), broccoli (48%), and potatoes (31%), and the second highest production of oranges, mandarines, and carrots. It is home to the state's largest beef processor.

Key Fact – In 2025, the Agriculture, Forestry & Fishing industry generated $350 million in local economic output and provided over 650 local jobs.

Tourism, Sport & Leisure

The Harvey Region's Tourism, Sport, and Leisure industry is continually developing, offering businesses opportunities to take advantage of the area's diverse landscapes and rich cultural events.

The area boasts 42km of continuous coastline, walking and bike trails, and hosts popular events like the Brunswick and Harvey Shows and the Country Sounds Music and Arts Festival.

Key Fact – The Harvey Region is now one of the South West's leading tourism destinations, attracting more than 456,000 visitors and generating $182 million in visitor expenditure in 2025, making it the fifth most-visited local government area in the region.

Mining & Manufacturing

The Mining and Manufacturing industry is well established within the Harvey Region, generating over $2.2 billion or 62.2% of the total economic output in 2024.

Key Fact – The Region is home to Australia's only silicon manufacturing company and it also supports components of one of the largest Australian producers of bauxite and alumina.

Renewable & Clean Technology

The Renewable and Clean Technologies industry is developing, with multiple battery plants, and offshore wind energy projects proposed for the waters off the Harvey Region's coast.

Key Fact – The Federal Government has declared the ocean waters off the Harvey Region coastline as one of six proposed zones for offshore wind energy development.

There are also plans to increase the portion of renewable energy in Australia's National Electricity Market to 82% by 2030.

Image credit: *Bianca Turri.*

WA'S FERTILE AGRICULTURE POWERHOUSE.

The Harvey Region is one of the most pristine natural environments in Australia, making it the ideal place to grow and develop the best quality produce through sustainable farming methods and high-value food production.

Supported by critical infrastructure such as the Harvey Water scheme, our fertile land produces an impressive variety of food, including dairy, beef, fruit, and vegetables.

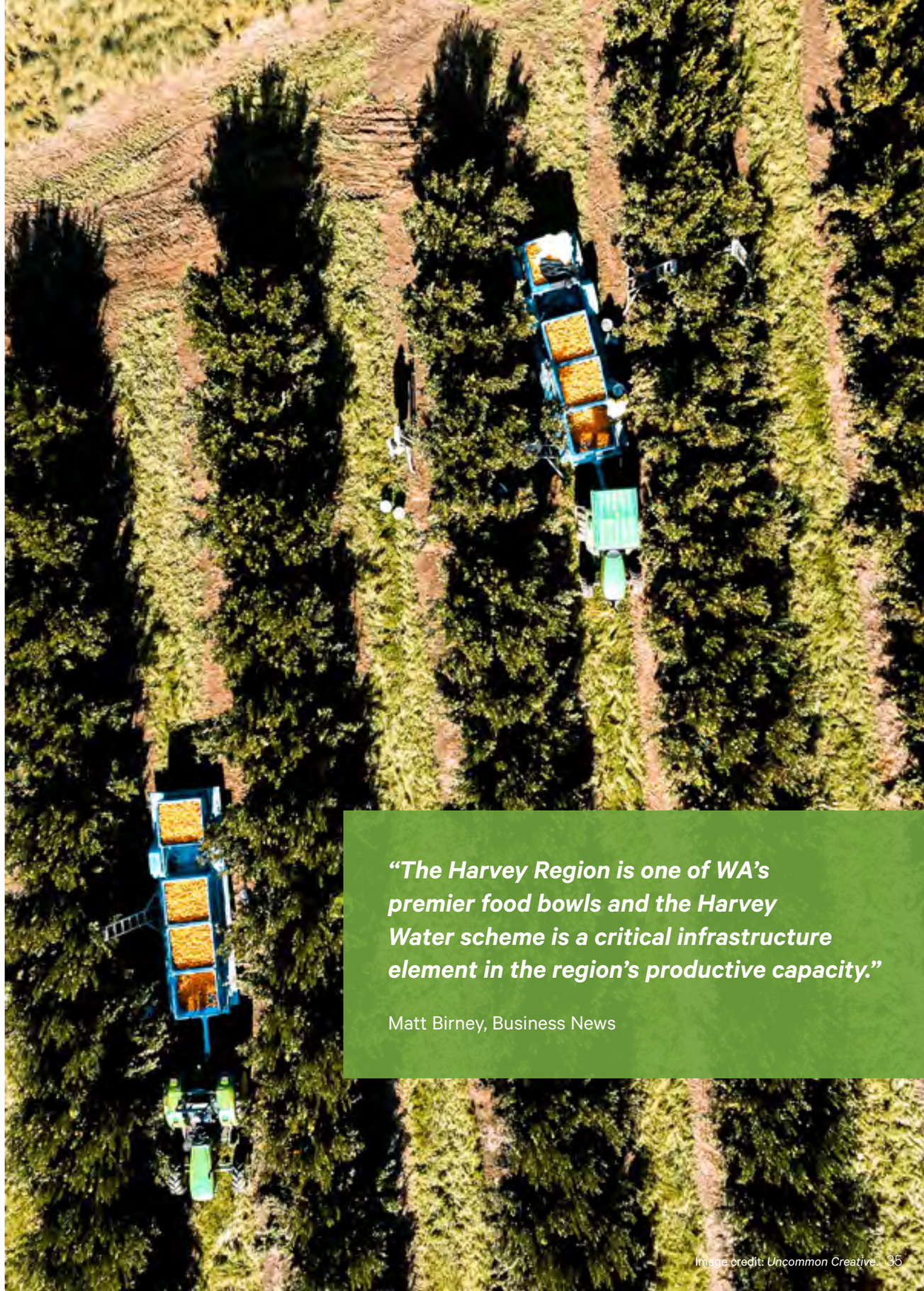
With its diverse agricultural offering and strong knowledge base, the Harvey Region presents a multitude of opportunities for investors looking to tap into the growing demand for high-quality produce, both domestically and internationally.

Our Point of Difference

- An ideal location for investment in the food and agriculture industry due to its pristine natural environment, reliable rainfall and accessibility to markets.
- Easy access to the state-leading South West Irrigation Area (Harvey Water).
- The presence of leading agricultural education organisations, such as the WA College of Agriculture, offers enormous opportunities to test, refine, and implement agricultural innovations and agritech.
- The Harvey Water scheme is a critical infrastructure element that underpins the Harvey Region's productive capacity, enabling reliable and intensified agricultural production of higher value niche products.
- The industry generated $340.7 million in local economic output and provided over 500 local jobs in 2021, contributing to the National Farmers Federation's strategic target to reach $100 billion in farm gate output by 2030.

What's on Offer

- There are opportunities for downstream food processing, as well as transport and storage for both farm and processed produce, including investment in food manufacturing, packaging, storage, warehousing, and distribution.
- The Harvey Region is well-placed to capitalise on opportunities for exporting high-end perishable produce into under-serviced domestic markets as well as increasing demand from Asian markets, with close proximity to key transport systems (air, road, rail, sea).
- Our sustainable farming practices put us ahead of the curve. With increasing demand for sustainable and environmentally-friendly farming practices, there is an opportunity for investment in innovative technologies that promote sustainable agriculture, such as precision farming, smart irrigation systems, and biopesticides.
- Agritech start-ups are welcome. We offer an ideal location for developing cutting-edge technologies that enhance the efficiency of farming operations, increase crop yields, and reduce waste.
- Farm-to-table tourism is thriving. The Harvey Region's scenic countryside, picturesque vineyards, and fresh produce offer great potential for farm-to-table tourism including accommodation, agritourism activities, and on-farm dining.
- A food innovation hub awaits. The State Government is currently investigating the potential of a food innovation hub that supports local entrepreneurs and start-ups in developing and commercialising new food products in the South West.



"The Harvey Region is one of WA's premier food bowls and the Harvey Water scheme is a critical infrastructure element in the region's productive capacity."

Matt Birney, Business News

Image credit: *Uncommon Creative*.

A CUT ABOVE.

We're proud to say that Western Australia's best cuts of meat can be found right here in the Harvey, Brunswick, Myalup and Cookernup. The Harvey Region boasts a strong reputation for producing high-quality beef, lamb, and veal, thanks to its fertile land and sustainable farming practices.

The meat industry is a vital part of the economy, and our community of both large and small-scale producers are committed to bringing the best of the Harvey Region's meat to local and international markets.

With a focus on sustainability and ethical farming practices, this sector is poised for continued growth and success in the years to come.

Meat the Makers

- The meat industry is a vital part of the Harvey Region's economy and has seen impressive growth in recent years due to the area's fertile land, favourable climate, and agricultural expertise.
- Located in the heart of Western Australia's intensive cattle country, known for producing high-quality beef, lamb, and veal for local and international markets.
- Local farmers are renowned for producing some of the finest beef and lamb in the world, with a reputation for excellent flavour and tenderness.
- It's a vibrant community of large and small-scale meat producers dedicated to continuous improvement.

The Bottom Line

- In 2021, the Western Australian livestock sector had a gross value of production of over $3 billion, of which about 60% was exported (cattle represented 28% of this value).
- Harvey Beef is Western Australia's largest beef processor.
- Beef and veal is Australia's largest global agricultural goods export, forecasted to be worth $12.1 billion in 2023-2024.

Opportunities on Offer

- There are strong export opportunities due to growing demand for high-quality meat products, particularly from international markets.
- Infrastructure is in place for processing, storage, and distribution of meat products, including abattoirs and cold storage facilities.
- There is an increasing focus on sustainable and ethical practices, such as regenerative agriculture, animal welfare standards, and carbon-neutral production.
- There are opportunities for collaboration and innovation, such as research and development partnerships, technology adoption, and supply chain optimisation.
- There is the potential for value-added products and niche markets, such as organic, grass-fed, or halal meat.
- Prior to the Australia–UK Free Trade Agreement (A-UKFTA), Australian beef exports to the UK faced tariffs as high as 12% plus £254 per 100 kilograms. Under the A-UKFTA, Australia now has access to a duty-free beef quota of 35,000 tonnes, increasing progressively to 110,000 tonnes by year 10.
- Demand from Australia's major export destinations such as Japan, China, South Korea and the US is forecasted to remain strong.

SPOTLIGHT ON:

LAKE PRESTON BEEF

Location: Brunswick and Myalup

Lake Preston Beef was founded in the Harvey Region by Geoff and Marissa Pearson as the 'breeding arm' to their growing beef production enterprises. The company aims to produce high performing Black Angus and Wagyu beef, and it utilises some of the best genetics available through AI programs and a natural mating system.

Their premium beef herds have been developed over the past sixty years using some of the world's best Wagyu and Angus genetics available.

Over the last 30 years Geoff Pearson has transitioned his grandfather's farming legacy out of dairy and focused the company's operations on expansion, building an impressive conglomerate of beef breeding, backgrounding and feeding enterprises.

The herd now resides across seven properties which are distributed along the Western Australian south-west coastline, covering over 100,000 acres of prime agricultural land.

Image source: *Lake Preston Beef.*

SPOTLIGHT ON:

HARVEY BEEF

Location: Harvey

With a growing, world-wide reputation for excellence, Harvey Beef has become an established force in the Harvey Region's brand and agricultural economic presence.

Harvest Road is the proud owner of the Harvey Beef brand, which is raised in the unique environment of Western Australia. Based in Harvey, Western Australia's largest beef processor, Harvey Beef produces the finest quality beef, sustainably raised in a pristine and uniquely beautiful natural environment. Harvey Beef prides itself on supplying beef with incredible taste and consistency.

From humble beginnings in 1919 and now proudly owned by a sixth generation WA farming family, they work with a specially selected group of local cattle farmers who share their commitment to outstanding quality, exceptional taste and sustainability from paddock to plate.

Nearly 70% of Harvey Beef's products are exported overseas, supplying more than 35 countries including China, Japan, Korea, Indonesia, Thailand, Taiwan and the United States.

Reducing Waste, Creating Value

Harvey Beef is proud to prioritise circular economy initiatives, including its Covered Anaerobic Lagoon in Harvey, which uses wastewater to generate gas that helps power the site. The business has also recently launched a new Harvey rendering facility, transforming what would otherwise be waste products into valuable commodities such as tallow.

Image credit: *Bianca Turri.*

Image credit: *Harvey Beef.*

CREAM OF THE CROP.

Get ready to indulge in some of the creamiest dairy products in Australia, all thanks to the Harvey Region's thriving dairy industry.

Located in Brunswick, Harvey, Benger and Roelands, the Harvey Region is one of only three areas in Western Australia that produces dairy.

Local dairy farmers benefit from low-cost, pasture-based production systems, underpinned by reliable rainfall and irrigation options. This translates to lower costs of production, considerable growth potential and a more reliable milk supply when compared with many dairy districts in both Australia and overseas.

Harvey Region milk is some of the cleanest and highest quality in the country, making it a popular choice for consumers in Asia and the Middle East.

Browns Dairy is Australia's oldest dairy, established in 1886. Their cheese manufacturing facility in Brunswick was opened in the 1920s. Today, Browns produce milk, cheese and other products for interstate and international markets.

With a significant contribution to Australia's total milk production and a growing export market, the Harvey Region's dairy industry offers endless opportunities for investment and growth.

Dairy Dollars Matter

- One of three main areas that make up Western Australia's dairy industry, production occurs year-round using free-range production systems.
- Producers experience low-cost pasture-based systems, reliable rainfall and irrigation options.
- The Mediterranean climate offers mild winters, warm summers and high rainfall.
- Home to Australia's oldest dairy, Brownes Dairy which exports to South East Asian markets.
- Harvey Cheese is a Western Australian favourite and also the state's largest artisan cheese producer.
- The Hall's Family Dairy has become renowned for their Suzette Cheese which is loved by chefs across Australia.

The Bottom Line

- In 2024, there were approximately 112 dairy farms with a total herd size of 50,000 cows, producing a variety of dairy products, including fresh liquid milk, cheese, and butter.
- Western Australia produces around 340 million litres of milk annually — approximately 4% of Australia's total milk production — with the majority of the state's dairy industry located in the South West region.
- The value of milk leaving farms in the South West is worth at least $230 million annually.
- The majority of milk produced in the South West is consumed in the domestic market, with some exports to the Singapore market.

Opportunities on Offer

- Investing in research and development focused on improving dairy production practices, or developing new dairy products can lead to innovation and improved profitability for farmers and processors alike. This investment can lead to improved yields, increased efficiency, and new product offerings that meet changing consumer preferences.
- Investing in automation systems, food tracing or herd health monitoring tools can improve the efficiency and profitability of dairy operations and animal welfare.
- The high-quality milk produced in the Harvey Region offers opportunities for specialty cheese manufacturing, particularly given the preference for 'whiter' milk in some international markets.
- Given the scale of milk production in the Harvey Region, there is an opportunity to invest in large-scale dairy commodity processing facilities. This investment can provide an efficient and cost-effective means of processing milk and adding value to the local dairy industry.
- With most of the cheese and butter sold in WA supermarkets coming from interstate, there is an opportunity for investors to establish secondary value add manufacturing capacity in the Harvey Region, such as butter or cheese production.
- Investing in marketing and distribution channels for the Harvey Region's dairy products can help to increase the area's reach and expand sales both domestically and internationally.

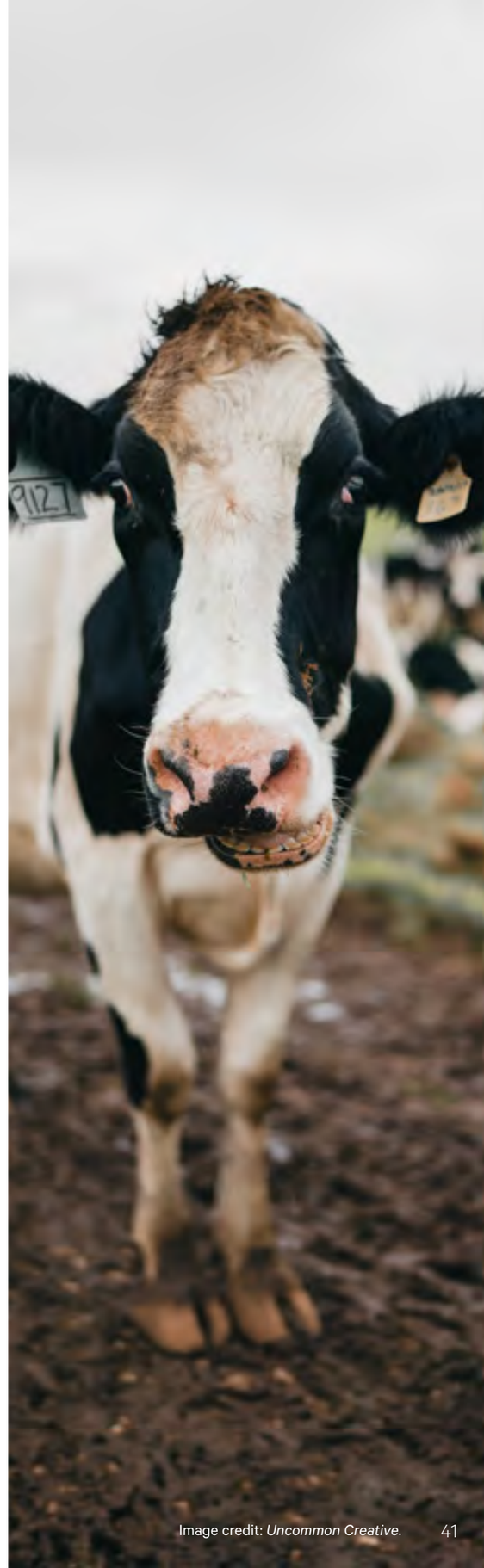


Image credit: *Uncommon Creative.*

CASE STUDY:

WHITE ROCKS FARM

Location: Benger

From hand-milking to high tech advances, the Partridge family's White Rocks Farm is an example of five generations of dairy and beef innovation.

The Partridge family's farming legacy dates back to 1887 when John Partridge started with just three cows on 121 hectares of uncleared land. Since then, the family business has grown from strength to strength, led by John's youngest son Walter, who then handed down the farm to his sons, David and Ian.

Today, David's son Michael alongside his wife Leanne and their children Harrison and Oaklee, manage a 1,200-hectare property that produces six million litres of milk each year.

With a constant drive for innovation and a willingness to evolve their business, the Partridge family has remained ahead of the game for more than 135 years. In 2015, Mondo White Rocks Veal was inducted into the Australian *delicious* Produce Awards' Hall of Fame.

Innovation is the Key to Success
Michael believes it's important for farmers to embrace science and technology to drive production growth and continuous improvement. The farm is diversified, producing not only dairy and beef but also White Rocks veal (recognised nationally and internationally, and sought-after by leading, produce-driven chefs). This was achieved by David having the courage to diversify the business by forming a partnership with Mondo's Butchers (that still stands today), turning low-quality livestock into a premium product.

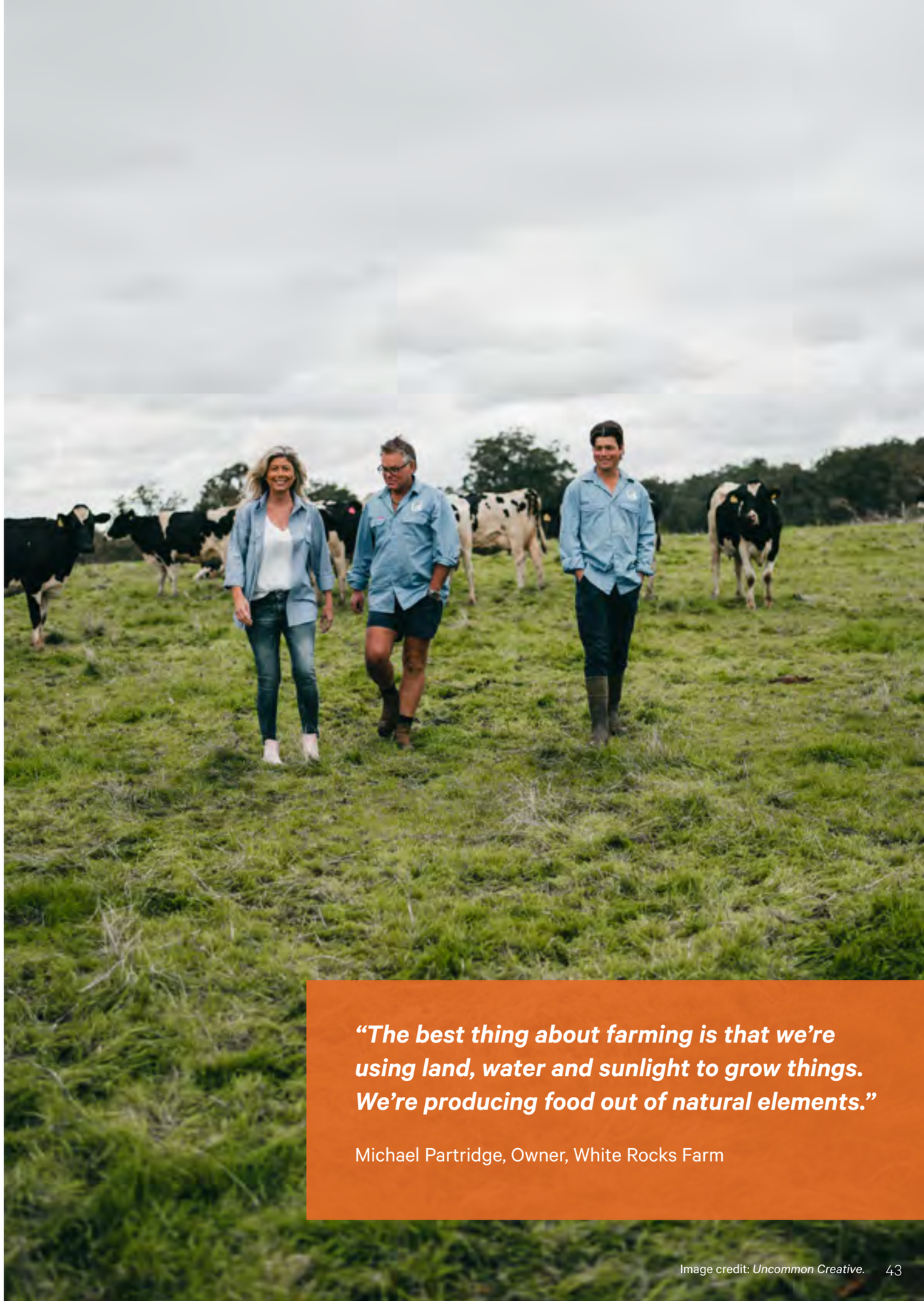
The areas where Michael has seen considerable advancement in are pasture management and the strategic use of fertiliser. He has no doubt that future farming generations, as embodied by his son Harrison, will be better at utilising new age agricultural technology, taking human error out of a number of areas, that will only benefit the industry.

From 160 Hectares to 1200 Hectares: Growing a Farming Business
The Partridge family's farming legacy has continued to grow, both through buying and leasing more land, with over 1200 hectares now in their hands. Milking approximately 750 cows all year round, they have never stopped learning and maintaining a focus on continuous improvement.

Sustainability is also a priority for the Partridges, and they are already measuring the baseline carbon footprint across their farming operations.

Honouring the Past
Michael's mother Elizabeth has been as important to the farm as any member of the family, and has long been a custodian for the Partridges legacy. This includes turning an old cottage built on the farm in 1891 into a family museum, housing memorabilia from past generations all the way back to Henry Partridge in the 17th century. Visitors can see how dairying was conducted in the past and how it is done now, with a modern rotary 50-stand dairy where up to 600 cows are milked in under two hours by just two people.

Can Do Attitude
Turning a challenge into a positive is an integral part of the Harvey Region 'can-do' attitude, and is exemplified in the case of White Rocks Farm through their efforts to improve salinity and increase water delivery to and on the farm. Investing in the irrigation delivery system of the Wellington Dam would be a quantum leap for the farm's future and is a focus for some of the high-tech innovators currently operating in the Harvey Region.



"The best thing about farming is that we're using land, water and sunlight to grow things. We're producing food out of natural elements."

Michael Partridge, Owner, White Rocks Farm

Image credit: *Uncommon Creative.*

A major challenge of farming in an area such as the Harvey Region is also one of its greatest advantages; it's as great a place to live as it is to work, which means developers are attracted to buy land for new estates to house an ever-growing population. This competes with farmers working with the same land to produce food and other products, fueling an ongoing debate about the farm/developer balance.

Leaving the Industry in a Better Place
Like his father, David, Michael's voice and industry-related views have become well-known across Australia following long-term stints in both state and national dairy industry representative positions.

While agripolitics is always evolving, Michael is proud of what he has already contributed to the industry, including being part of ending the major supermarkets' discounted sale of milk for $1 a litre in 2019.

In addition to his work on pricing policies, Michael has been instrumental in the development of the Dairy Code of Conduct that came into effect in 2020, after farming businesses had been negatively impacted by processor misconduct over the years. It was an important move which is aimed at addressing power imbalances in the dairy supply chain and ensuring fair treatment for farmers.

Working Together for Success
Ultimately, Michael wants all stakeholders in the industry to work cooperatively in a way where everyone can benefit. He believes that the future of the industry is bright, and that there is plenty of potential for growth and innovation.

As proud members of WA's dairy and beef industry, Michael and Leanne are committed to leaving the industry in a better place than they found it. Through their focus on sustainability, innovation, and quality, they are paving the way for future generations of farmers to continue the Partridge family legacy.

WHITE ROCKS FARM

For more information on White Rocks Farm:

+61 417 911 504

whiterocks@wn.com.au

 Image credit: *Uncommon Creative.*

SPOTLIGHT ON:

HALLS FAMILY DAIRY

Location: Wokalup

In the rich, fertile soils of Wokalup, Halls Family Dairy is quietly building a story that blends French tradition with local heart.

Cheese-making at Halls Family Dairy has never been about large-scale production; instead, it focuses on provenance, patience, and the beautiful Normande cows at its centre.

Halls Family Dairy has Western Australia's largest Normande herd and was the first to import Normande semen.

At the heart of the dairy is Suzette, the gentle Normande who inspired the creation of Halls Suzette cheese in 2017.

After six years of careful planning, Halls Family Dairy released Fifi Camembert, named after Suzette's sister, Fifi. These premium-quality, hand-crafted cheeses are available for purchase at Harvey Cheese.

The dairy farm is also one of only two properties that supply milk to Mundella for yoghurt, from a 200-head herd of Holsteins, Guernseys, Jerseys, Swedish Reds, and Old English Dairy Shorthorn.

Halls Family Dairy is a past Western Australian Good Food Guide 'Producer of the Year'.

Visit www.hallsfamilydairy.com.au for more information on this forward-thinking business.

Image credit: *Kate Flower and Jessica Wyld.*

Image source: *Brownes Dairy*.

SPOTLIGHT ON:

BROWNES DAIRY

Location: Brunswick

Brownes Dairy is Australia's oldest dairy company, established in Brunswick in 1886. Operating out of its main site in Balcatta with a second site in Brunswick, Browne collects about 120 million litres of milk each year from more than 40 dairy farms located in WA's South West.

It was named as one of the country's most innovative companies as part of the Australian Financial Review's 2019 and 2020 BOSS annual awards and was the only dairy company to make the list.

Image credit: *Uncommon Creative.*

RAISE A GLASS.

With more than nine vineyards, the Harvey Region (within the Geographe Wine Region) has an increasing reputation for producing award-winning wines. Ongoing development and increasing demand promise further growth within the viticulture industry.

The Harvey Region's ideal climate, diverse soil types, and passionate winegrowers make it an attractive destination for investors looking to tap into the lucrative wine industry.

The Geographe Wine Region is renowned for its diversity, boasting 57 growers, 26 producers, and 36 grape varieties. With a total vineyard area of 790 hectares, the region produces some of the finest wines in Western Australia, with Cabernet Sauvignon, Sauvignon Blanc, Tempranillo, and Shiraz being the top varieties grown.

The Harvey Region benefits from a refreshing afternoon sea breeze that cools the area, creating a long and stable growing season that's perfect for crafting award-winning wines. The prevailing south west sea breezes from the Indian Ocean moderate the warm temperatures, while a permanent water table at a depth of between three and 15 metres further aids the art of viticulture.

Coastal tuart sands, with limestone as their parent material, along with the traditional farming and orchard land around Harvey boasting richer soils, make it perfect for growing a variety of grapes.

The harvest period runs from early February to early April, with an average temperature of 22 degrees Celsius and an average rainfall of 354 millimetres between October and April.

In many cases, visitors to the Harvey Region can meet the passionate families who own and operate the vineyards, taste their finest wines at the cellar door, and learn about the rich viticulture history that gives the wine such a unique flavour.

The Bottom Line

- Wine grapes are ranked as the second highest valued sector of WA's fruit production industry in 2020, producing over 41,000 tonnes resulting in a value of over $75 million.
- Western Australia's wine industry was estimated to be valued at $900 million in 2024.

Opportunities on Offer

- Acquiring vineyards or partnering with existing vineyard owners to expand production and improve vineyard management.
- Investing in technology and equipment to improve wine production efficiency and quality, such as irrigation systems, fermentation tanks, and bottling equipment.
- Establishing new wineries or expanding existing ones to increase production capacity and broaden the range of wines offered.
- Developing and promoting agritourism by investing in infrastructure, such as accommodation, restaurants, and cellar doors, to attract visitors to the Harvey Region and increase wine sales.
- Collaborating with other businesses in the area to create wine and food tourism packages, such as wine and cheese tastings or vineyard tours combined with accommodation and meals.
- Partnering with research institutions to develop new grape varieties, improve vineyard management practices, and explore new winemaking techniques.
- Exporting Harvey Region wines to international markets by developing partnerships with overseas distributors and participating in trade fairs and expos.
- Investing in marketing and branding efforts to increase the visibility and recognition of Harvey Region wines in both domestic and international markets.
- Exploring sustainable and organic viticulture practices to meet growing consumer demand for environmentally friendly products.
- Supporting the development of local talent in viticulture and winemaking by providing scholarships, internships, and training opportunities.
- Increase value-add through the application of R&D.

Image credit: *Bianca Turri.*

CASE STUDY:

VINEYARD 28

Location: Yarloop

From a chance encounter to a thriving family business, the inspiring story of Vineyard 28 continues to bear fruit.

It all began just before the turn of the 21st century when couple Pippa and Mark decided to take their shared love of wine to a new level by making a “tree change”, moving to a 4 hectare property north of Harvey after years of living in Melbourne, Victoria.

It was a move that saw Mark return closer to his roots of nearby Capel and Pippa extend her life’s journey beyond her homeland of New Zealand.

Starting from Scratch
With no upfront capital, Mark and Pippa embarked on their new venture by growing grapes. However, a drop in grape prices in the early 2000s forced them to pivot their business model. They realised that having a unique selling point was crucial, and that’s when they decided to operate in all three aspects of the industry: growing grapes, making wine, and marketing the product.

Overcoming Adversity
Like any other business, Vineyard 28 has faced its fair share of challenges. In 2016, the Yarloop bushfires nearly destroyed their livelihoods, and they had to re-evaluate their risk management strategies. But through their ongoing commitment to their five-year strategic plans and their daily scrutiny of all aspects of the business’s financials, they were able to recover and come back even stronger from business ending events such as the COVID-19 pandemic.

The Power of Innovation and Diversification
One of the secrets to Vineyard 28’s success is its ability to innovate and diversify. With a focus on value, not volume, the family-owned winery has been proactive in constantly assessing the market and making strategic moves accordingly.

From growing lesser-known and alternative grape varieties to actively engaging with the industry through research, networking, and upskilling, Vineyard 28 has become a leader by staying ahead of the curve.

A Brand Built on Passion and Family
Despite having no Italian family heritage, Mark and Pippa have created a brand and experience that epitomises the taste and feel of Italy.

Vineyard 28 was the second business in Western Australia to produce a Moscato, and the pair have continued to innovate and diversify. Their extensive vineyard is mostly planted with Italian varieties, including Arneis, Fiano, Dolcetto, and Nebbiolo.

The Cellar Door and winery building were a family effort, and the vineyard’s name comes from the Port Lincoln Ringneck, which helped inspire their logo.

A True Testament to Dedication and Passion
Despite the challenges they’ve faced, Mark and Pippa have built a thriving family business that has become a respected name in the Australian and international wine industry.

Their commitment to innovation, diversification, and staying true to their values has allowed them to overcome speed bumps along the way and emerge even stronger. The inspiring story of Vineyard 28 is a true testament to the power of dedication and a love for what you do.

“We’ve created a strong brand experience in the Harvey Region, which is combined with a sustainable business structure and effective business planning.”

Mark Cumbers, Owner and Winemaker, Vineyard 28

VINEYARD 28

For more information on Vineyard 28:

+61 8 9733 5605

wine@vineyard28.com.au

@Vineyard28

@vineyard_28

Image source: *Vineyard 28.*

VEGE-MIGHT.

Primarily focused in the Myalup area on the Swan Coastal Plain, local growers are leading the way in Western Australian vegetable production while embracing sustainable farming practices and supply chain efficiencies.

With minimal pest and disease pressures, the Harvey Region is an ideal spot to grow significant horticulture crops, including carrots, potatoes, onions, and broccoli.

The area's temperate climate allows for produce lines to be supplied for 12 months of the year, and its easy trucking access to Perth markets and beyond makes it an attractive location for investors.

A Growth Industry - Literally

- Myalup on the South West Coastal Plain is one of two core vegetable-growing regions within Western Australia.
- The Mediterranean climate and wide diversity of soil types result in a huge selection of crops thriving in the area.
- The Harvey Region's location provides growers with easy trucking access to Perth markets and beyond with two major highways.
- There are minimal pest and disease pressures, compared to other areas worldwide.

The Bottom Line

- In 2023, the Harvey Region is a significant contributor to Western Australia's horticulture industry, producing 20% of the total value of vegetables in the state.
- It is one of only five local government areas in Western Australia that produces more than $100 million worth of horticultural products.
- In 2023, an estimated 2,762 hectares of land in the Harvey Region is used for horticulture, with 84% dedicated to vegetable production.
- The horticulture industry is a crucial contributor to Western Australia's economy, adding $3.03 billion at the end-consumer level, with peak season creating an estimated 14,520 on-farm jobs.
- Vegetables make up a significant portion of Western Australia's horticulture industry, with a value of of approximately $782 million in 2023-24.

Opportunities on Offer

- Investing in a vegetable farm or purchasing an existing farm to expand operations.
- Investing in a greenhouse operation to extend the growing season and improve crop yields.
- Investing in sustainable farming practices, such as organic farming, to tap into the growing market for sustainable and locally sourced produce.
- Investing in infrastructure, such as dams, boreholes, or irrigation systems, to ensure a reliable and high-quality water supply for vegetable production.
- Investing in research and development to improve crop yields, disease resistance, and sustainability of the local vegetable industry.
- Investing in marketing and branding efforts to increase the demand and value of the Harvey Region's vegetables.
- Investing in processing and packaging facilities to add value to the vegetables and increase their shelf life.
- Investing in logistics and transportation infrastructure to improve the efficiency and cost-effectiveness of getting vegetables to the market.
- Investing in training and education programs to improve the skills and knowledge of local farmers and workers in the vegetable industry.

CASE STUDY:

PATANE PRODUCE

Location: Myalup

The Patane family has been a fixture in Myalup for over four decades, cultivating and harvesting fresh produce with passion and dedication.

These days, Patane Produce stands tall as one of Western Australia's leading horticulture enterprises, supplying international, national and local markets with top-quality fresh vegetables.

Run by Michael and Pennie Patane, the business is vertically integrated and employs around 70 staff, including a comprehensive packing facility for all the lines they grow.

The main hub of the operation is located at the corner of Pead and Old Coast Roads in Myalup, with growing areas, administration buildings, and several washing and packing complexes.

The company's growing area encompasses approximately 750 hectares spread across several properties in close proximity, making it a significant contributor to the local economy.

International Recognition
Carrots, onions and potatoes make up to 89% of Patane Produce's annual output (approximately 30% each), with other products like broccoli complementing their range of fresh produce. The company has established a reputation for producing top-grade carrots, with the popular vege recognised internationally.

Diversification Drives a Sustainable Business
The Patane family believes in diversification to create a sustainable business model. Alongside their horticultural enterprise, they also run 500 head of European and Angus steers as part of their environmental sustainability program. The cattle consume vegetable products that are not fit for commercial use, producing grass-and-vegetable-fed meat of the highest quality.

Commitment to Industry Development
Pennie Patane is an active member of the agricultural industry, serving on the Potato Strategic Investment Advisory Panel, AUSVEG, and the Agricultural Advisory Committee for Harvey Agricultural College. That's not to mention the countless number of young people being educated and inspired through the school group tours led by Pennie on the farm. Her commitment to industry development is an essential part of the Patane family's ethos.

"Our Myalup location enables us to focus on vertical integration, providing quality control over stages of the supply chain to ensure product integrity is maintained. We have quicker processing times and we get direct feedback on any issues, market changes or client requirements."

Pennie Patane, Owner, Patane Produce

Controlling the Supply Chain
Patane Produce operates a floor at the Canning Vale wholesale markets in Perth, providing retailers with year-round access to fresh, quality produce. Approximately 70% of the company's produce is exported to international markets, with Patane Produce controlling the supply chain from farm to port.

The Patane family's hard work and commitment to quality has made Patane Produce a leading horticulture enterprise in Western Australia. Their dedication to sustainable farming practices, diversification, and industry development make them a significant contributor to the local and national economy.

PATANE PRODUCE
For more information on Patane Produce:

+61 8 9720 2235

info@patane produce.com.au

@patane produce

AVO & CITRUS SWEET SPOT.

The Harvey Region is renowned for its thriving citrus and avocado industries, supported by extensive horticultural production across the region. The region benefits from ideal growing conditions including loamy soils, a Mediterranean climate and reliable access to high quality water.

Steeped in history, citrus growing began in Harvey in 1895, based on similarly successful developments on the east coast of Australia in Renmark and Mildura.

The citrus season runs from May to December, and during this time, harvests include easy peel mandarins, navel and Valencia oranges. New plantings of seedless Valencia oranges are also being produced for the summer fresh market, along with lemon, lime and grapefruit.

Growers across the region are continuing to expand avocado production, supporting strong growth opportunities within Western Australia's rapidly growing horticulture sector.

The paddock-to-plate concept is alive and well in the Harvey Region too, as visitors are able to enjoy the area's fresh citrus and other fruits first hand at local orchards and cafes.

Fruitful Endeavours

- The rich, loamy soils and Mediterranean climate as well as access to the Harvey Water irrigation system combine to create an ideal citrus and avocado-growing environment.
- The industry has a long history in the Harvey Region dating back to the late 1800s.
- There's easy access to Perth Market, Canningvale via the South Western and Forrest highways.

The Bottom Line

- Approximately 437 hectares are used for fruit production.
- Oranges and mandarins are among the main citrus fruits grown in the southern regions of Western Australia.
- The state's orange harvest produces over 12,000 tonnes annually, with a value of over $19 million, while mandarin farmers produce over 5,000 tonnes per annum, with a value in excess of $11 million.
- In 2021, the Harvey Region's mandarin production value was approximately $3.7 million.
- Western Australia is one of Australia's leading avocado-producing states, producing more than 65,000 tonnes in 2023/24.
- In 2020, Western Australia's total fruit production is valued at $638 million.

Opportunities on Offer

- Investing in citrus orchards to take advantage of the Harvey Region's ideal growing conditions and high-quality fruit production.
- Investing in avocado orchards to take advantage of the Harvey Region's ideal growing conditions and the dominance of avocados in the Western Australian fruit production market.
- Supporting local businesses that offer fresh citrus and other fruits, including cafes and orchard tours, which can provide a unique added-value experience for visitors to the region.
- Investing in research and development to further improve the quality and yields of local citrus and avocado crops.

"Across the south west, more land is being used for horticulture, including fruit trees and avocados, which had previously been given over to grazing and pastoral land."

Dennis King, Horticulturist and Lecturer

Image credit: *Uncommon Creative.*

CASE STUDY:

HARVEY CITRUS

Location: Harvey

Harvey Citrus continues to grow with the Pergoliti family at the helm, always acknowledging the business's humble beginnings.

It all began in 1967 when a young man named Steve Pergoliti arrived in Australia. He quickly gained a reputation for his strong work ethic, which he demonstrated through his first jobs in the country at well-known businesses such as Harvey Water (originally known as PWD – Public Works Department) and load out night shift at Harvey Beef. During weekdays, he would roll up his sleeves and get to work tree felling in the bush for Western Power, providing timber for their power poles.

Hard Work Creates a Business

One year into his weekend day job at the old Johnson's orchard, the idea for Harvey Citrus was born. Together with his wife Pina, Steve purchased a two-hectare block on Third Street in Harvey, that would become the catalyst for their business.

The early days weren't easy for the young family. Steve had to keep working his day jobs along with making use of his guitar and mandolin talents to play at local venues, ensuring the family were always provided for.

In time, Steve's passion for growing citrus fruit soon bore fruit, and he started making deliveries in an old open truck to major supermarkets in locations like Bunbury, Rockingham, and Narrogin.

The Turning Point

Only a few years into the business's journey, Steve received a call from Coles, asking him to stop delivering to their supermarkets.

However, the reason for the call was a pleasant surprise. Coles were so impressed with the quality of Harvey Citrus' fresh produce that they wanted the farm to start supplying directly to their distribution centre in Perth, with fruit from Harvey in turn being sent all over Western Australia.

This marked a turning point for Harvey Citrus, and the partnership with Coles has grown considerably over the past four decades. Harvey Citrus now makes six deliveries a week to the distribution centre.

In 2022, Harvey Citrus produced over 2,300 tonnes of citrus and avocados combined. The farm now grows 10 different fresh produce lines. In 2015, Harvey Citrus received a $500,000 grant as part of Coles Nurture Fund programme, which led to the planting of over 9,000 new trees.

Technology in Agriculture

Harvey Citrus strongly believes in the role of technology in the evolution of the industry. In 2018, the farm purchased new fruit sorting and packing line technology that was installed at its Fifth Street premises. An impressive feature of the new technology are its nine cameras, which have been programmed to identify and sort all variations of fresh produce through factors such as colour, eliminating the need for human eyes. The technology has also increased productivity, turning tasks handled by a team of people from a full-day job down to an impressive one-to-two-hour job, with no human hands required.

"I think we have a chance to really do something for ourselves and the family."

Steve Pergoliti, describing a moment of realisation in the early days of Harvey Citrus

Image credit: *Uncommon Creative.*

Image credit: *Uncommon Creative.*

During the peak growing season, Harvey Citrus employs up to 30 people. The business doesn't export, and excess fruit is sent to the market floor in Canning Vale.

Keeping it in the Family: Challenges and Successes
One of the significant challenges for a business like Harvey Citrus is when a supermarket no longer wants to take one of the lines of fresh produce that you grow for them. It's a long process to transition from one line of fruit to producing a different variety that is in more demand, taking four to five years.

Harvey Citrus has faced these types of scenarios over the years as consumer tastes evolve, demonstrating a high level of resilience, a quality that the Pergoliti family has in spades. All family members who are part of the business wear many hats to keep the business going.

They are also making efforts to protect the environment to ensure future generations have the same opportunities they have had, including using solar energy for its entire operation and reusable crates when transporting all their fruit.

The Next Generation of Harvey Citrus
Steve and Pina still believe that Harvey is the best town in WA to live, raise a family, and grow a business like Harvey Citrus.

Their belief in Harvey has proven well-placed with the success of Harvey Citrus, and their son Andrew has been a driving force behind that success.

Since officially joining the family business at the age of 17, Andrew has played an instrumental role in the farm's growth to a footprint of over 200 acres. He has implemented innovative farming techniques and modern technology, such as the introduction of the new age sorting and packing system in 2018.

"We are definitely not experts, but when growing our citrus products we put a lot of effort into it...so we are doing the same with our avocados and hoping we can grow a good product."

Steve Pergoliti, Harvey Citrus

Avocados Spearhead Diversification
Andrew has also spearheaded the diversification of the business into avocados and overseen the planting of over 9,000 new trees as part of the Coles Nurture Fund programme. He is a testament to the Pergoliti family's hardworking spirit and dedication to growing the best produce possible.

The Pergoliti family's dedication, resilience and willingness to embrace new technology have been critical factors in the business's success. As Harvey Citrus continues to grow and expand, the family's commitment to sustainability, quality, and community remains at the forefront of their operations.

HARVEY CITRUS
For more information on Harvey Citrus:

+61 8 9729 3861

info@harveycitrus.com.au

SPOTLIGHT ON:

HARVEY FRESH

Location: Harvey

Produced in Harvey, the Harvey Fresh brand is an icon of the Western Australian dairy and juice industry.

Since its establishment in 1986, Harvey Fresh has held great pride in offering a range of quality milk, dairy products, and fruit juice for all to enjoy.

Rich soils and abundant rain mixed with crystal clear sunshine ensure one of the most pristine milk and citrus-producing environments in the world. Fresh milk is collected daily from carefully selected farms to ensure unmatched freshness and quality.

Joe Sorgiovanni planted his first Valencia orange tree on the banks of the Harvey River in 1928 after emigrating from Italy. With hard work and determination, the Sorgiovanni orchards evolved into a standalone business, Harvey Fresh, which became one of Western Australia's biggest milk and juice processors and largest dairy exporter.

Parmalat, family owned by French dairy giant Lactalis, acquired the company in 2014. A third-generation, French family-owned business, Lactalis Group is the world's largest fresh dairy company with over 250 production sites and 80,000 employees across 94 countries.

CASE STUDY:

GIBBS CREEK GROVE

Location: Harvey

Farm direct sales and diversification combined with a rich history within this modern adaptive business create rewards for farmer and consumer alike.

Take a drive into the stunning foothills of the Darling Range and you'll find a farm that's been producing some of the finest citrus fruits in Western Australia for over 60 years.

Gibbs Creek Grove is a fifth-generation family farm that has changed the way people think about farm-direct produce and quickly become a prototype for investment opportunities within the Harvey Region.

Under the leadership of Jon Knight and his wife Mariko, Gibbs Creek Grove has garnered a reputation for quality, innovation, and a farm-direct approach that cuts out the middleman and puts control back into the hands of the grower. The farm grows Kensington Pride mangoes, Imperial mandarins, Mystique mandarins, and Late Lane navel oranges, all hand-selected for ripeness and sold as farm-direct produce in Perth.

Their proximity to major Perth farmers' markets such as Subi Farmers Market, Mt Claremont Farmers Market, and Farmers Market on Manning has made it possible for the pair to sell their produce directly to customers and in turn improve their profitability. With a commitment to quality and innovation, Gibbs Creek Grove has built a reputation for having some of the best tasting citrus in Western Australia.

The Benefits of Selling Direct

Selling directly to consumers at farmers' markets allows Gibbs Creek Grove to be price makers, instead of price takers. Over the last decade, the citrus market in WA has often been oversupplied, leading to low wholesale prices. Attending farmers' markets allows them to remove their produce from the commodity market and sell it straight to customers at a price that ensures the necessary profit margin. Another important benefit is the personal satisfaction that is gained from interacting with customers and receiving positive feedback. The team always feels upbeat and energised after a morning at one of these community markets.

Passion for Quality

Gibbs Creek Grove is committed to providing the highest quality produce possible. They are fortunate to have rich loamy soils and abundant high-quality water, which both support healthy trees. They also pick their fruit at a high level of maturity, ensuring deep flavour and sweetness.

"Selling directly to consumers at farmers' markets allows us to be price makers, instead of price takers."

Jon Knight, Co-owner, Gibbs Creek Grove

Image credit: *Uncommon Creative.*

"We're excited to continue to develop our family farm through another generation; to raise our kids here, in this beautiful place that is special to us."

Jon Knight, owner of Gibbs Creek Grove

Innovation and Inspiration
Innovation is at the heart of Gibbs Creek Grove. One of their most successful innovations is the commercial production of mangoes. To their knowledge, they are currently the southern-most commercial mango producers in WA. Their first planting from 2004 is still producing well and has been very important for their business. In 2021, they were excited to plant their next generation of trees to ensure strong future production.

Gibbs Creek Grove is inspired by the grower community that attends Perth's farmers' markets. They attend these weekly markets alongside other smaller growers – like Runnymede Farm and Truly Organic Farm - who share their strong focus on product quality and freshness. It also allows them to establish a direct connection between the farm and the end consumer.

Toasting a Sweet Victory
In 2019, Gibbs Creek Grove made waves in the culinary world when their Gibbs Creek Seville Orange, Lemon and Lime Marmalade, infused with Angostura Bitters, took home the top prize at the Commonwealth Marmalade Contest in the UK. Their marmalade was awarded a perfect score, beating entries from over 40 countries. Talk about a sweet victory!

Expanding Horizons
After returning to the family business in 2014, Jon and his wife Mariko are ensuring Gibbs Creek Grove continually adapts and changes with the times. They've taken advantage of the changing consumer preference for farmers' markets, ventured into the beef industry in 2017 with the purchase of an Angus cattle herd, and even set their sights on tourism accommodation with plans for boutique tiny houses on the property in coming years.

Investment Opportunities
Gibbs Creek Grove is quickly becoming a prototype for investment opportunities in the Harvey Region. Their commitment to quality and innovation, combined with their direct-to-market approach, has proven to be a winning formula that others can follow. With their expansion into new industries such as agritourism, and a desire to extend their legacy into a sixth generation, the best of Gibbs Creek Grove's journey may be yet to come.

GIBBS CREEK GROVE
For more information on Gibbs Creek Grove:

+61 405 134 655

gibbscreek@gmail.com

@gibbscreekgrove

@gibbscreekgrove

Image credit: *Uncommon Creative.*

HONEY, HEMP, OLIVES AND A BUSH FOOD BONANZA.

The Harvey Region presents a plethora of investment opportunities for those seeking to diversify their agriculture production and enter emerging industries such as industrial hemp, olives, active Manuka honey, and native bush foods.

These industries provide an attractive opportunity for sustainable and environmentally-friendly alternatives to traditional horticulture as options to expand into newly popular horticulture open up.

Horticultural Happy Days

With the potential global hemp market expected to reach $27.9 billion by 2027 and local success stories like Sathya Olive Company showing early promise, investors have the chance to support these burgeoning industries and shape the future of horticulture in the Harvey Region.

Making a Bee-line

- Ideal climate and soil conditions, along with access to irrigation, provide immense opportunities for emerging horticultural industries.
- Access to Perth Markets and international aviation exports will encourage these new products' success.

The Bottom Line

- Western Australia produces between 3,000 and 4,500 tonnes of honey per annum with a value ranging from $9 million to $13 million.
- Industrial hemp has a range of applications, including textiles, paper, building materials, and food products.
- Highly active Manuka honey can attract prices of over $100 per kilogram.

What's on Offer

- Develop a native bush foods tourism trail, showcasing the unique and diverse range of native plants and their culinary uses. This could include partnering with First Nations organisations to provide guided tours and cultural experiences.
- Invest in research and development of innovative uses for industrial hemp, such as biofuels, bioplastics, and pharmaceuticals.
- Create a sustainable food hub, bringing together producers of native bush foods, olives, and other crops to provide fresh, local, and sustainably produced food to consumers locally and beyond.
- Establish a Manuka honey research and development centre, investigating the health benefits and potential uses of this unique product, and developing new honey-based products for the global market.
- Invest in technology and infrastructure to support precision agriculture, using sensors and data analytics to optimize crop yields and reduce waste.
- Develop a range of value-added products from native bush foods, such as jams, sauces, and skincare products, and market them to health-conscious consumers seeking unique and natural products.
- Planting manuka bushes can act as a filter to help reduce nitrogen in the soil. Research over 10 years in New Zealand has shown that, if planted near waterways, the bush helps prevent erosion and storm-related landslides as a result.
- Opportunities for key sub-sectors, such as avocados, kiwifruit and citrus, to achieve scale.

Image credit: *Uncommon Creative.*

CASE STUDY:

HARVEY HEMP

Location: Harvey

Western Australia's only hemp seed processing facility is located on the outskirts of Harvey, opening up a new avenue of profitable horticulture at the cutting edge.

It all started with a mission to tackle two of the world's biggest environmental problems: overfishing for omega oils and the scourge of plastics in our oceans.

Long-time friends Greg LeGuier and Mark Power shared this vision and, in late 2020, they decided to act. Prior to this, their connection to this emerging industry had been as investors and professional service providers.

It took the pair approximately 14 months to secure land and specialised machinery, but their vision came to fruition when the first hemp seed was processed at their facility in early 2022.

Today, Harvey Hemp is a Western Australia based scalable and commercial cultivator, processor, and distributor of low THC hemp seed for healthy food, wellness, and commercial products.

A Fair Go for All

One of the main challenges faced by businesses like Harvey Hemp is educating the wider market on what hemp actually is and its many applications. In addition, the founders of Harvey Hemp are determined to change that, working tirelessly to develop a business model that delivers a fair return to all those involved in hemp's production, including Western Australian farmers.

How Hemp Helps as a Rotational Crop

Established farmers in the Harvey Region have the opportunity to use hemp as a rotational summer crop, creating an additional income stream for them. And for those who are new to the industry, Harvey Hemp provides an important stepping stone for growers of hemp, giving them hope for commercialising their crop.

Promoting Health From the Soil Up

But it's not just the farmers who benefit from this innovative enterprise. Processing the seed of the plant into consumable products such as hemp seed oil and hemp protein can be beneficial to the health of both humans and animals. The land we live and breathe on may also benefit due to the soil cleansing abilities attributed to the hemp plant.

Persistence Pays Off

One of the key things that Harvey Hemp has in common with other agricultural success stories in the Harvey Region is their persistence and focus. Despite facing setbacks, the team remained steadfast in their goal of becoming Western Australia's first hemp seed processing facility. It's that Harvey Region get up and go we've been talking about, in action.

"The benefits of hemp are enormous and we are confident we can expand into high-demand Asian markets from the Harvey Region."

Greg LeGuier and Mark Power, Co-owners, Harvey Hemp

mage credit: *Uncommon Creative.*

Image credit: *Uncommon Creative.*

In 2022, they were awarded a $50,000 Regional Economic Development grant by the South West Development Commission. The grant itself has been invested wisely into a mobile hemp seed dryer, an integral part of their processing capability.

Connection to Community

For Greg LeGuier, Harvey Hemp holds a special place in his heart, as his family ties to the Harvey Region go back to the early days of settlement. When Greg and Mark purchased the property, it wasn't until a later conversation with his father that Greg realised his family had roots located literally a few farm gates down the road.

With Harvey Hemp now embedded into the Harvey Region community, Greg and Mark are focused on connecting to all localities and employing locals. This is a promise that has already begun to bear fruit, with the majority of the required work on-site thus far completed by local contractors.

Future Focused

Harvey Hemp have one eye on the future, while honouring the past of this proud farming region. The size of their current crops around the South West and Great Southern regions have only been a fraction of the thousands of hectares they have access to, but they're ready for when that demand increases. The pair envision that export opportunities to key Asian markets will play a role in this expansion. They have identified that the eastern states of Australia are off-limits, due to market saturation, but believe the Western Australian market still needs time to mature.

Despite pivoting from the initial business model of cultivating hemp into becoming Western Australia's first hemp seed processing facility, they still plan to grow hemp on the Herbert Road site which will be the home of an eight hectare crop. However, it will also now serve the dual role of a research and development site too.

Committed to Sustainability

Harvey Hemp is not just a business, it's a sustainable solution to some of the world's most pressing environmental problems. With their innovative approach to the hemp industry, Greg and Mark's business has the potential to be a game-changer in Western Australia and beyond. By focusing on education, and a fair value chain for everyone involved, Harvey Hemp is setting the standard for what a sustainable and socially responsible business can achieve.

As the demand for sustainable and eco-friendly products continues to grow, it's clear that businesses like Harvey Hemp will play an important role in shaping the future of our planet, and the Harvey Region is at the forefront of incubating this type of business.

Through their dedication to the hemp industry and their commitment to creating a positive impact on the environment, Harvey Hemp is paving the way for a brighter, more sustainable future for all.

HARVEY HEMP

For more information on Harvey Hemp:

+61 459 931 019

info@harveyhemp.com.au

@harveyhemp.wa

@harveyhempwa

CASE STUDY:

THE SATHYA OLIVE COMPANY

Location: Parkfield

From world-class engineers to leading olive oil producers. Energy and Power Plant Engineers Keith and Tanuja Sanders are the unlikely brainchild behind The Sathya Olive Company (Sathya).

Slightly hidden off Forrest Highway between Australind and Binningup, Sathya is located two kilometres from the Indian Ocean and 160 kilometres south of Perth in Parkfield.

Being lovers of nature, and in search of a better and more sustainable lifestyle, Keith and Tanuja purchased the 40 hectare farm in 1999. Since then, they have focused on the production of award-winning Extra Virgin Olive Oil (EVOO) oil, infused olive oil products, olives and dukkah which exhibit a unique blend of Keith's Western culture with Tanuja's Indian and Asian heritage.

They believe that cooking good, healthy food is not only one of life's greatest pleasures, but a skill that everyone should enjoy.

From Engineers to Farmers
It was a steep learning curve for these energy engineers to understand farming and the quirky qualities of growing olive trees on sandy coastal soils. They started small, sourced professional advice, always approached problems with their solution-orientated background and, they are the first to admit, learned from their mistakes.

Despite their lack of farming experience, Keith and Tanuja believe their background has many benefits. When they were unable to source suitable equipment for their business, they designed their own. This includes an olive oil bottling machine, which is based on the same construction dynamics as heart transplant equipment, to ensure there is no cross-pollution of oil infusions flavours.

Location, Location, Location
The majority of Western Australian olive trees are grown on clay soils. Despite this, Keith and Tanuja recognised the potential of the Harvey Region's coastal plains, understanding olive trees love of well-draining sandy, limestone soils. As a result, generally, Sathya's olive trees experience less disease than the clay soils further south.

The proof is also in the product quality. AgEnviro Labs Olive Oil Testing Service based in Wagga Wagga NSW (accredited by the National Association of Testing Authorities, the International Olive Council, and the American Oil Chemists' Society) has awarded Sathya oil with the highest level of polyphenols across Australia two years in a row.

Sathya's location off Forrest Highway, and proximity to Perth, reduces freight costs and provides easy access to Canningvale Markets, retailers and export opportunities.

Be Different
In addition to EVOO, Keith and Tanuja have approached the business with a focus on creating a unique selling point.

Early in the business, Keith and Tanuja recognised it would be difficult to compete internationally on standard olive oil due to high input costs. Products such as their Lemongrass and Ginger or Garam Marsala Infused Olive Oil, and South-Indian Style Pickled Olives create a difference for which a consumer is willing to pay a premium price.

"Start small, get paid professional advice and get it right. With experience, volume and profit will come."

Keith and Tanuja Sanders, Co-owners, The Sathya Olive Company

Image credit: *Uncommon Creative.*

Sustainability at the Forefront
Sustainability starts with the name. “Sathya”, meaning “True” in Sanskrit, symbolises the clean and green environment of the 12 hectare olive grove on Sai Estate.

Twenty-two kilowatts of solar are used to run the entire property, including the pumps in the grove. Sathya use chicken manure to provide nourishment to the olive trees.

As members of the Buy West, Eat Best campaign, Keith and Tanuja are also ardent supporters of all things local, believing the closer you are to the source of your food the better it will taste.

Working Together
Keith and Tanuja recognise their success is due in part to the relationships they have developed with other Harvey Region and Western Australian businesses. The must-stop produce-driven café Crooked Carrot and Castro Farms (located only 5 minutes away) acts as a retail point of sale for the business. Sathya understand that without the Castro family their brand awareness would not be where it is today.

Awarding the Way
Sathya is the proud winner of the Gold Medal in 2019 Los Angeles International Extra Virgin Olive Oil competition and the Silver Medal in 2019 Olive Japan competition for their Nuja’s Infusion Peppercorn Olive Oil. This is supported by numerous awards at the Australian International Olive Awards.

Changing for Future Succession
The initial focus of The Sathya Olive Company was quality. Keith and Tanuja believe they can now expand volume considerably whilst staying true to their ethos. Over the next five years they are replacing traditional olive groves with a hedge style planting system.

This will increase production by 400% and allow for automated picking, which in turn will reduce fruit harvesting costs from approximately $5 a litre to 20 cents. A game change for the business which will cement its future for generations in the Harvey Region.

SATHYA OLIVE COMPANY

For more information on Sathya Olive Company:

+61 407 496 009

info@sathyaoliveco.com

@SathyaOliveCompany

Image credit: *Uncommon Creative.*

HISTORIC INDUSTRY CHANGES.

The Harvey Region boasts valuable and sustainable forestry resources, carefully managed to ensure resource security. While the timber industry was once a major player in the area, it has since declined with former mills establishing connections to other industries, such as the tourism sector.

A decision by the Government to end native forest logging from 2024 has had a ripple effect for many West Australians, impacting the availability of furniture, floorboards, decking, joinery, sawdust, heritage-listed buildings, and even landscaping and gardening products.

The WA Government committed $80 million through the Native Forestry Transition Plan to support the transition away from the industry, and also invested $350 million in new softwood plantations across the south west to create and support WA forestry jobs.

Opportunities on Offer

- With the government investing $350 million in new softwood plantations in the South West, there is potential for investors to capitalise on the growth of the softwood industry.
- Previous WA Government diversification grants of up to $400,000 helped native forest industry businesses transition into new markets, highlighting ongoing opportunities for innovation and diversification in the sector.
- Former mill towns like Yarloop offer holiday accommodation potential. The re-developed Yarloop Workshops are expected to become a visitor attraction. Investors could explore opportunities in developing tourism infrastructure in the region.
- While the end of native forest logging will have an impact on the availability of native timber, there is potential for investors to explore sustainable forestry practices and products, such as engineered wood products and green energy fuel.
- As poultry farmers rely on sawdust for their business, there may be opportunities for investors to explore alternative sources of sawdust or other innovative solutions to support the industry.
- With many heritage-listed buildings, jetties, and bridges constructed using native timber, the end of native forest logging may create opportunities for investors to explore the restoration and preservation of these structures.

Image credit: *Bianca Turri.*

HOLIDAY HAVEN.

The Harvey Region is emerging as a tourism destination, blessed with wine and food trails, farm stays, and nature walks against a backdrop of untouched landscapes.

With significant investments planned in the Harvey Region, there are opportunities for investors to develop eco-tourism, agritourism, and new accommodation options, all while celebrating the area's rich heritage and cultural experiences.

The potential for growth is significant, with record visitor spend in Western Australia in 2022. With the Harvey Region's dedication to sustainable tourism development, it's a sound business decision for investors looking to tap into a growing market.

Destination Drive on a Roll

- The Harvey Region's Tourism Road Map 2031 Implementation Plan drives destination development, destination marketing, industry support, destination events and governance.

The Bottom Line

- In 2023/24 , the total tourism sales in the Shire of Harvey LGA's was $103.6m, the total value added was $55.9 million.
- Western Australia's visitor economy continues to grow strongly, reaching a record $17.9 billion in visitor spend in the year ending March 2024 — $4.4 billion higher than pre-pandemic levels in 2019.
- As of 2024, WA continued to outperform all other states in total visitor spend compared to 2019.
- In April 2026, the Harvey Region moved into the top five local government areas visited in the South West for Intrastate visitors (8%).

Opportunities on Offer

- Developing eco-tourism sites that showcase the Harvey Region's natural beauty and wildlife.
- Establishing agritourism ventures that showcase the Harvey Region's agricultural produce and farming practices.
- Investing in new accommodation options to meet the growing demand from visitors.
- Developing unique food and beverage experiences that showcase local produce.
- Supporting the development of events and festivals that celebrate the Harvey Region's cultural and sporting heritage.
- Investing in stylish accommodation options, such as luxury hotels or boutique bed and breakfasts.
- Investing in diversification of general agriculture land with tiny house cabins.
- Creating contemporary cafes and restaurants that offer visitors unique food and beverage experiences.
- Developing adventure tourism opportunities, such as hiking trails, mountain biking, and kayaking tours.
- Establishing wellness and spa retreats that cater to visitors seeking relaxation and rejuvenation.
- Investing in infrastructure to support the growth of the Harvey Region's visitor economy, such as new roads, airports, and public transportation.
- Opportunity for agritourism, tourism, and hospitality investors to get involved with the Harvey Region Trails and Adventure Master Plan, develop the Harvey Region's trails and adventure offerings, and provide unique and immersive nature and cultural experiences in strategic locations.
- Investment and business opportunities in residential, retail, and leisure industries associated with the Fiveight Binningup development.

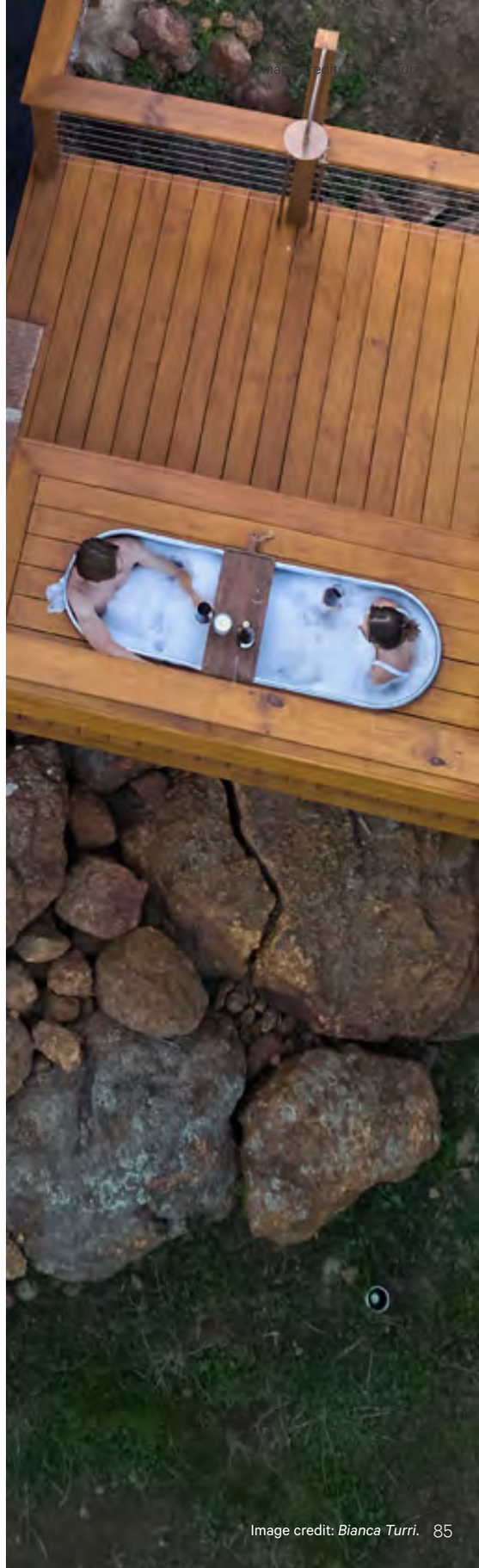


Image credit: *Bianca Turri*.

CASE STUDY:

TREENDALE FARM HOTEL

Location: Treendale

Recognised as Australia's Best Regional Pub in 2022, this purpose-built hotel has a footprint spanning more than 10,000 square metres.

It's safe to say that Treendale Farm Hotel has captured the hearts of locals and visitors alike and is a shining example of what can be achieved when a community-focused approach is taken to business.

The hotel is the brainchild of LocalsCo Directors Dave Allan and Lawson Douglas, who have made a name for themselves with their heritage hotels in Western Australia.

If you've heard of the Rose Hotel in Bunbury, the Exchange Hotel in Kalgoorlie, and the Subiaco Hotel in Perth, then you're already aware of Dave and Lawson's portfolio. LocalsCo also owns Eaton Tavern and Bayswater Hotel, and Treendale Farm Hotel is their first greenfield build, a move that was years in the making.

Many thought Treendale's young, family-focused community would not sustain such a large venue, but LocalsCo has proved that if you provide a quality product that meets consumer needs, success will follow.

Driven by Design

One of the unique features of Treendale Farm Hotel is its design. The venue is one-of-a-kind, with a rustic and charming aesthetic that perfectly complements the natural beauty of the Harvey Region's surrounding landscape.

The Treendale Farm Hotel team have poured their hearts and souls into creating a warm and welcoming atmosphere that truly sets the Treendale Farm Hotel apart.

LocalsCo Supports Local

In terms of local suppliers, Treendale Farm Hotel has strong relationships with some of the South West's most iconic brewers, including Beerfarm and Rocky Ridge.

The relationship between the hotel and its local suppliers is about more than just the quality of the product. It is a shared commitment to community and people-focused culture that binds them together.

The venue recently increased its food and beverage capability with upgraded kitchen facilities and by establishing a new improved outdoor area complete with a music stage. They also introduced a new function space called The Barn which features a self-contained bar built within a shipping container in keeping with the venues trademark style.

 Image credit: *Uncommon Creative*.

"We wanted to ensure the Hotel had something for everyone and could be embraced by the people in the community as their 'local', as well as becoming a destination for people who are visiting the South West."

Dave Allan, Co-owner, Treendale Farm Hotel, for *Pubtic* (2020)

Image credit: *Uncommon Creative.*

Sustainability at its Core
Sustainability has been of high importance for Treendale Farm Hotel since day one. The roof has been covered in solar panels, allowing the business to run off solar energy during the day.

Aiming High
The Treendale Farm Hotel now find themselves on the Australian Hospitality Awards Wall of Fame following a runaway winning streak. They have now won the prestigious titles of Australia's Best Regional Venue, Best Family Dining Experience and Best Retail Liquor Store three years in a row (from 2021 to 2023). These awards are a testament to the hard work and dedication of the entire team at the hotel, and they are now role models for the Western Australian Hospitality industry.

Looking to the Future
Dave and Lawson have big plans to continue Treendale Farm's growth. A major 2023 project was the transformation of one of the outdoor spaces into an indoor events and functions area, perfect for everything from corporate functions to household-name comedy events. Additionally, the venue is looking to expand its popular children's play spaces, providing even more appeal to families.

TREENDALE FARM HOTEL
For more information on Treendale Farm Hotel:

+61 8 6146 3521

restaurant@treendalefarmhotel.com.au

@treendalefarmhotel

@treendalefarmhotel

CASE STUDY:

LAKE BROCKMAN TOURIST PARK

Location: Cookernup

The Bennett family purchased Lake Brockman Tourist Park more than 10 years ago with a clear vision — to transform the small caravan park into a leading tourism destination for the Harvey Region.

The park operates under a lease agreement with the Department of Biodiversity, Conservation and Attractions (DBCA) and enjoys a unique location alongside Logue Brook Dam, approximately 1 hour and 45 minutes from Perth.

This accessibility has helped establish the destination as a popular getaway for visitors seeking an outdoor escape close to both Perth and the South-West.

With a strong background in media and marketing, Sonia Bennett has played a key role in driving the park's branding, tourism promotion, and community engagement initiatives.

Over the past decade, the business has grown from a modest campground with only a small number of campsites and cabins into a thriving tourism operation attracting thousands of visitors annually — representing growth of more than 70% over the past 10 years.

Today, the park features nearly 200 campsites catering to all styles of camping, from caravans to swags, along with eight cabins and 11 glamping tents designed to suit a wide range of budgets and visitor experiences.

Logue Brook Dam is particularly significant as one of only seven freshwater ski dams in Western Australia, offering a rare combination of water-based recreation, forest surroundings, and nature-based tourism opportunities.

The area continues to grow in popularity for kayaking, fishing, swimming, bushwalking, mountain biking, and water sports, helping position Lake Brockman Tourist Park as one of the Harvey Region's standout outdoor tourism destinations and contributing to Harvey being named a finalist in the 2026 7NEWS Top Tourism Town Awards.

Adapting to Visitor Demand

One of the key strengths of Lake Brockman Tourist Park is its ability to evolve with changing travel trends while maintaining the relaxed, nature-based experience visitors value.

Recognising increasing demand for premium and experience-driven accommodation, the business introduced glamping tents to attract new visitor markets seeking comfort alongside outdoor adventure.

The success of the park's glamping offering was recognised through a 2026 Traveller Review Award, reflecting the growing popularity of experience-based accommodation within the region.

Over time, the park has also modernised its systems and facilities, transitioning from a manually managed caravan park into a professionally operated tourism business capable of accommodating significant visitor growth.

"We've transformed a small caravan park into a thriving tourism destination, and we're incredibly proud to play a role in showcasing everything the Harvey Region has to offer. The region has enormous potential, and we're excited to continue growing alongside it while creating memorable experiences for visitors for many years to come."

Sonia Bennet, Co-Owner, Lack Brockman Tourist Park

Image credit: *Uncommon Creative.*

Image credit: *Tourist the Bus.*

Sustainability in Practice
Protecting the natural environment surrounding Logue Brook Dam remains a key priority for the business.

The park actively supports recycling initiatives through guest recycling programs and continues implementing water-saving measures across the site to help minimise environmental impact while preserving the natural surroundings that make the area so appealing to visitors.

Looking Ahead
Lake Brockman Tourist Park has worked closely with the Shire of Harvey to advocate for improved infrastructure at Logue Brook Dam, including enhanced mobile connectivity for visitors and emergency services.

This advocacy contributed to the Logue Brook Dam mobile tower project receiving funding through Round 3 of the Regional Connectivity Program, including a $368,140 Commonwealth Government contribution.

Looking to the future, the business remains focused on responding to evolving tourism trends, investing in upgraded facilities, and continuing to enhance the visitor experience. As tourism within the Harvey Region continues to grow, Lake Brockman Tourist Park is strongly positioned to continue evolving alongside it while contributing to the region's reputation as a premier outdoor tourism destination.

Alongside operating Lake Brockman Tourist Park, the Bennett family also continues to run successful businesses throughout the Harvey Region and Western Australia across both the automotive and agricultural industries, including **Magic Valley Beef** in Hoffman.

LAKE BROCKMAN TOURIST PARK

For more information on Lake Brockman Tourist Park:

+61 8 9733 5402

lakebrockman@gmail.com

@LakeBrockmanTouristPark

@lakebrockman_

Image credit: *Uncommon Creative.*

CASE STUDY:

HARVEY CHEESE

Location: Wokalup

A match made in heaven sees the delicious taste of Western Australia's dairy industry combined with innovative gin production – and it can be found right here in Wokalup.

Harvey Cheese is a well-known name among cheese-lovers and food enthusiasts in Western Australia. This boutique cheese producer has been creating handmade cheeses for over two decades, and now has over 45 varieties.

From the freshest milk to the most innovative ideas, Harvey Cheese has mastered the art of creating the perfect blend of taste and quality.

The company was founded by Robert and Penny St Duke, who purchased a derelict building that had been vacant for 11 years. The couple worked tirelessly to turn their dream into a reality, opening the cheese factory in 2002 before eventually selling in 2023.

Three generations of the Lottering family have taken the reins of the business, with exciting plans for the future, whilst still maintaining the quality of the product.

Hailing from South Africa, the family were searching for a well-established business that they could transform with their collective, generational expertise. From farming heritage, they aspired for a business that would allow them to foster close connection to land and community. Harvey Cheese and St Dukes distillery provided the unique opportunity.

The new owners are eager to continue the traditions of artisanal production and community building, while also carving out a unique lifestyle for their family.

Waste Not, Want Not

Harvey Cheese's commitment to quality and sustainability is evident in every aspect of their operation. The company uses low-salt and locally-sourced milk from award-winning dairy farmer Dale Hanks, ensuring that every product is made with the best ingredients available.

The cheese-making process is a testament to their dedication to quality, resulting in some of the most delicious cheeses in the state.

Whey Ahead of the Rest

One of the unique features of Harvey Cheese is its distinctive packaging and branding. The company has developed quirky names for its products, such as 'OMG' (Oh, my Goodness) triple cream camembert, 'Ash Blonde' and 'Ring Stinger', making them easily recognisable to consumers.

But the innovation doesn't stop there. The award-winning factory are using the whey, a by-product from the cheese-making, to create a range of spirits including vodka and gin, through the recently established St Duke's Distillery, located on the same premises.

This technology is new to Western Australia and could lead to exciting new opportunities within the spirits industry.

By diversifying their product offerings, Harvey Cheese is demonstrating a commitment to innovation and sustainable business practices.

"Our consistently outstanding products are a testament to our commitment to innovation, sustainability and quality."

Pieter Lottering, Co-owner, Harvey Cheese

Image credit: *Uncommon Creative.*

Community Comes First
In addition to their commitment to quality and sustainability, Harvey Cheese is dedicated to helping local farmers who are doing it tough, and determined to keep young people in the regions. This demonstrates the St Dukes' commitment to giving back to the community that supported them from the very beginning and it is an ethos that the new owners of Harvey Cheese will preserve.

Quality Over Quantity
Unlike some other brands, Harvey Cheese has made a deliberate choice not to export or supply to major supermarkets other than IGA, opting instead to prioritise quality over quantity. This approach has helped build the company's reputation as a boutique producer of premium cheese, and has allowed them to maintain control over their production processes and ensure consistency in their products.

Harvey Cheese's commitment to quality, sustainability, and community has earned them numerous accolades over the years, including the 2022 South West Tourism and Hospitality Small Business of the Year. In addition, two of its 'Horny Cow' branded beverages were selected in the top 10 of the 2023 WA Good Food Guide Best Spirit Awards.

With its unique blend of delicious cheeses and innovative spirits, Harvey Cheese is poised for even greater success in the future. As the company continues to expand its product offerings and invest in new technologies and sustainable practices, it is sure to remain a leading force in the Western Australian food and beverage industry for years to come.

Image credit: *Uncommon Creative.*

HARVEY CHEESE
For more information on Harvey Cheese:

+61 8 9729 3949
info@harveycheese.com.au
@harveycheese
@ha_ve_harvey_cheese

GREEN AND CLEAN.

The Harvey Region is an attractive investment destination for those interested in renewable and clean technologies. With a commitment to balance development with conservation, the area has attracted significant interest for solar and wind projects that will connect to the South West Interconnected System.

The Australian Government's long term Net Zero Plan aims to achieve net zero emissions by 2050. Through some clear visioned decisions made early on, the Harvey Region is well-positioned to play a pivotal role in the renewable energy transition, making it a prime location for investors seeking to capitalise on the growing demand for sustainable and environmentally-conscious industries.

A Well-Connected Region

- The Harvey Region is home to the Southern Seawater Desalination Plant, Kemerton Power Station, Harvey Water, and Peel Resource Recovery, providing reliable connectivity to the grid.
- It has proximity to WA's major populated areas and proximity to major power users, including at the Kemerton Strategic Industrial Area, plus Alcoa and South 32 mining operations.
- The Australian Government has declared a site off the coast of WA between Perth and Bunbury as one of six Australian sites for offshore wind development.
- Proximity to the Port of Bunbury.
- The Harvey Region has a stable workforce with a trade and maritime focus.

The Bottom Line

- In 2021, 29% of Australia's total electricity generation was from renewable energy sources, including solar (12%), wind (10%) and hydro (6%). The share of renewables in total electricity generation in 2021 was the highest on record, with the previous peak being 26% in the mid-1960s.
- In 2022, Australia ranked sixth globally for the attractiveness of its renewable energy investment and deployment opportunities and first globally for installed PV solar capacity per capita.
- Kemerton Power Station, that has been designed to use natural gas as its fuel source, has a total generation capacity of 310 megawatts.
- The Southern Seawater Desalination Plant produces more than 33% of Perth's water supply, with plans for further expansion.

Opportunities on Offer and Examples

- Potential investment in offshore wind energy farm projects and establishment of headquarters in Australind.
- Potential investment in hydrogen energy production and storage facilities, given the area's access to renewable energy sources and strong infrastructure.
- Investment in pumped hydroelectricity system involving Harvey Dam and/or Lake Brockman.
- Investment in energy storage technologies, given the growing demand for energy storage solutions to support the integration of renewable energy into the electricity grid.
- Investment in research and development of new clean and renewable energy technologies.
- South Energy has received Regional Joint Development Assessment Plan (JDAP) approval to build a switchyard as part of a 110 megawatt solar farm near Benger. The switchyard will allow South Energy to establish a micro-grid, offering power generated at the proposed solar facility to commercial clients at Kemerton, with excess power exported to the main Wholesale Electricity Market (WEM).
- Tonic Group has received federal environmental approval for its proposed Binningup Solar Facility near Kemerton. The project includes a 75 megawatt solar farm and a 440 megawatt-hour battery energy storage system, designed to support industrial energy demand in the region and strengthen renewable energy supply within WA's South West electricity network.
- Sunrise Energy Group is progressing plans for the Kemerton Battery Energy Storage System (BESS) within the Kemerton Strategic Industrial Area near Wellesley. The proposed project includes a 100 megawatt / 400 megawatt-hour battery designed to store excess renewable energy and supply electricity back into the South West Interconnected System (SWIS) during periods of high demand, supporting grid stability and WA's renewable energy transition.
- In 2026, the Federal Government offered feasibility licences to three proposed offshore wind projects in the Indian Ocean, off the coast of the Harvey Region. These feasibility licences allow developers to undertake environmental, technical and commercial investigations for up to seven years before any future construction approvals are considered.
- The Harvey Fresh & Harvey Water Recycled Water Scheme highlights the Harvey Region's focus on sustainable water management and agricultural innovation. The project will recycle treated wastewater from Harvey Fresh's dairy and juice processing facility for reuse within the Harvey Water irrigation network, supporting long-term water security and climate resilience in the South West.

Image credit: *Uncommon Creative.*

CASE STUDY:

CSIRO IN-SITU LABORATORY

Location: Cookernup

The Harvey Region is widely known for agriculture, food production and industry — but it is also home to world-leading scientific research.

Located near Cookernup, the CSIRO In-Situ Laboratory (ISL) is a unique research facility helping scientists better understand how carbon dioxide can be safely stored deep underground.

The project brings together Australian expertise with international collaboration, particularly with research partners from Japan.

Led by CSIRO scientists, the site provides a real-world environment where researchers can test and monitor how carbon behaves beneath the Earth's surface. The knowledge gained here is helping advance global solutions to reduce greenhouse gas emissions.

Why Cookernup?
Choosing the Harvey Region for this research was no accident.

The site sits above a major geological feature known as the F10 fault, part of the Lesueur Sandstone formation in the southern Perth Basin. This natural structure provides a rare opportunity for scientists to study how carbon dioxide interacts with underground rock layers and fault systems.

By observing how carbon moves and behaves in these formations, researchers can better understand how carbon storage sites perform over the long term.

It is this unique geology that makes the Harvey Region an ideal location for world-leading research.

Global Collaboration, Local Impact
While the research has global importance, its impact is also being felt locally. The ISL has worked with more than 55 suppliers, including 33 small-to-medium enterprises from the Harvey Region and Perth, supporting regional contractors and businesses throughout the project.

The facility is also part of the Japan–Australia Partnership on Decarbonisation through Technology, which brings Australian and Japanese researchers together to develop technologies that help reduce global emissions.

This collaboration highlights how regional Western Australia can play an important role in international research and innovation.

Connecting Science with the Community
CSIRO has made community engagement a key part of the project.

Local residents, schools and community groups have been invited to learn more about the research through site tours, information sessions and interactive displays at events such as the Harvey Agriculture Show.

By making the science accessible, the project helps build understanding of carbon storage technologies and their role in addressing climate change.

Research for a Low-Carbon Future

The work undertaken at the In-Situ Laboratory contributes to global efforts to safely store carbon dioxide and reduce greenhouse gas emissions.

It also supports the Western Australian Government's CCUS Action Plan, which aims to establish Western Australia as a leader in carbon capture and storage technologies.

As countries around the world look for ways to reduce emissions, the research taking place in the Harvey Region is helping provide the knowledge needed to make carbon storage a safe and reliable solution.

"Projects like the In-Situ Laboratory show that regional Western Australia can play a vital role in developing global climate solutions."

Bianca Moiler, Project Manager, Energy Research Unit, CSIRO

Image Credit: CSIRO

SPOTLIGHT ON:

HARVEY WATER

Location: Harvey

The old adage still holds true: where there is water, there is life. The Harvey Region is home to one of only four irrigation supply schemes in Western Australia - the 112,000 hectare South West Irrigation Area, operated by Harvey Water.

Harvey Water is a unique, self-funded cooperative that delivers fit-for-purpose water to its 722 irrigator members and a 285 non-member customer base.

It is licensed to draw 133.7 gigalitres annually from the Waroona, Drakesbrook, Logue Brook, Harvey and Wellington dams, as well as the Wokalup pipe-head.

Water is piped using gravity pressure through 495 kilometres of closed pipes and 256 kilometres of open channels, supplying water primarily for dairy farming, beef grazing and horticulture, generating $100 million gross value annually. It also supplies the local mining and construction industry.

Harvey Water focuses on the continual improvement of delivery infrastructure, and enhancement in water security through innovative efficiency and water quality developments, including renewable resources and aquifer storage.

Image credit: *Uncommon Creative.*

DIGGING DEEP.

The Harvey Region is home to processing giants MGM, Simcoa, Alcoa, Catalano and Tronox, and boasts more than 48 active sites with a rich abundance of resources.

Mining and Extractive industries are an important component of the Harvey Region's economy. Materials include sand, limestone and gravel. Generally, gravel is extracted from the hills area, sand from the Swan Coastal Plain and limestone from coastal areas, particularly around Myalup.

The Harvey Region also supports major industrial activities, including processing centres for materials obtained from outside the district. The Kemerton Strategic Industrial Area, located 19 kilometres south west of Harvey and 12 kilometres north east of Australind, supports the majority of our processing plants.

To the north, international giant Alcoa operates a large bauxite mine along the Darling Scarp under a 12,619 square kilometre bauxite mining lease granted by the Western Australian Government.

Resource-Rich Region

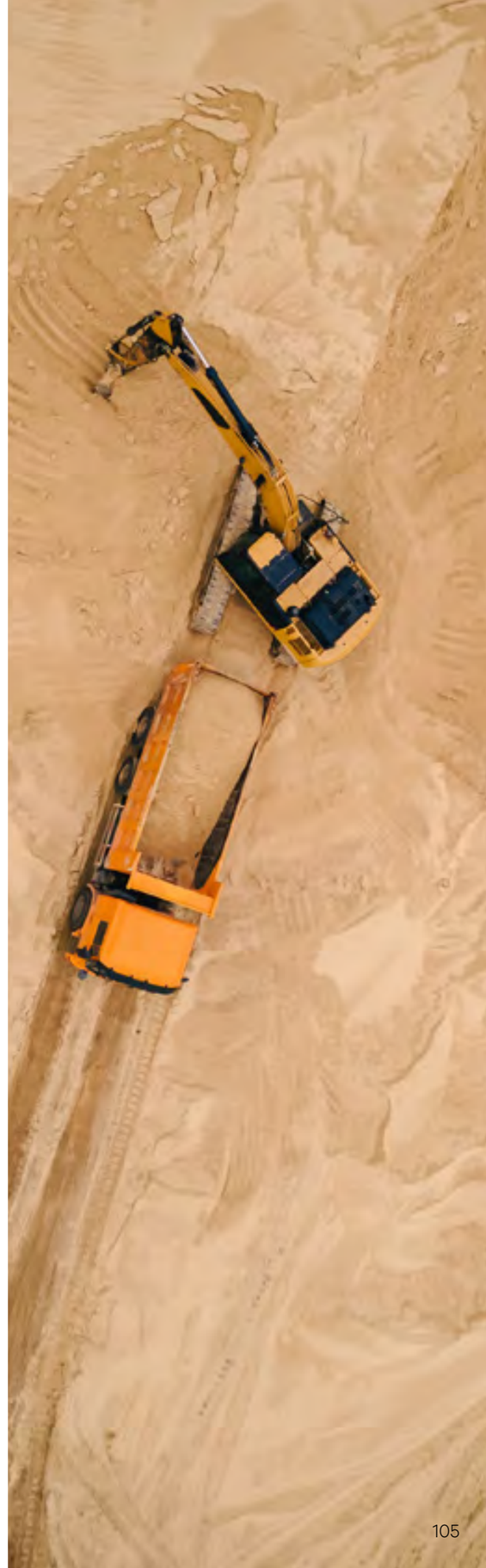
- The Harvey Region's rich natural resources, including sand, limestone, and gravel, make it a significant contributor to Australia's economy.
- One of the Harvey Region's largest employing industries, major alumina refineries are located immediately adjacent to the Harvey Region boundaries at Wagerup (Alcoa) and Worsley (South 32).

The Bottom Line

- In 2025, the mining industry's economic output in the Harvey Region was approximately $1.34 billion, creating 762 local jobs.
- In 2023–24, Western Australia's resources sector generated approximately $238 billion in sales, continuing to underpin around 45% of the State's Gross State Product (GSP).
- The mining and extractive industry is a significant contributor to the Australian economy, with a forecasted record $419 billion for the 2022-23 financial year.

Opportunities on Offer

- The potential for further expansion at the Kemerton Strategic Industrial Area, which is the Harvey Region's main industrial site and expected to attract additional development.
- With the rapid pace of technological development in the mining industry, there are opportunities for companies to invest in new technologies that can help to improve efficiency, reduce costs, and increase sustainability.
- With growing concerns around environmental sustainability, there is a trend towards more sustainable mining practices. Companies that invest in renewable energy and sustainable water management, for example, may be more attractive to investors who prioritise environmental responsibility.
- As global demand for minerals continues to increase, and the boom days of iron ore perhaps tipped to recede, there is an opportunity for companies operating in the Harvey Region to tap into international markets. This may involve expanding production or developing new export channels.



SPOTLIGHT ON:

ALCOA AUSTRALIA

Since 1963, Alcoa Australia has operated one of the world's largest integrated bauxite mining, alumina refining and aluminium smelting systems.

In Australia's Peel region, Alcoa started mining bauxite near Jarrahdale. This ore was refined into alumina at the company's nearby Kwinana refinery, and that alumina smelted to make aluminium at Point Henry, Victoria.

Today, Alcoa Australia operates bauxite mines at Huntly and Willowdale, which is refined into alumina at the nearby Pinjarra and Wagerup (near Harvey) refineries. Alcoa also operates the Portland Aluminium Smelter in Victoria.

Alcoa's refineries are among the world's lowest carbon dioxide-emitting alumina producers, while the company invests significantly in post-mining rehabilitation. In Australia, a dedicated Forest Research Centre has been established to enhance understanding of forest health and management.

Alcoa Australia employs more than 4,000 people in Western Australia and has taken on more than 2,700 apprentices, trainees and graduates since commencing Australian operations.

According to Wagerup Refinery Manager Paul Kuczma, strong community ties such as those with the Harvey region are central to the success of Alcoa Australia's operations.

"We are fortunate to have access to a large number of talented people who live locally and we are proud to be one of the area's major employers," Mr Kuczma said.

"Our significant investment into the region, through financial and in-kind support, helps our host communities to thrive and we look forward to continuing that support into the future."

The Alcoa Harvey Sustainability Fund supports a broad range of community development projects that make a positive contribution to the Harvey Region's economic, social, recreational and environmental sustainability of the community.

This investment forms part of Alcoa Australia's wider community investment program, which saw $5.8 million delivered in 2024 to the Australian locations where the company operates.

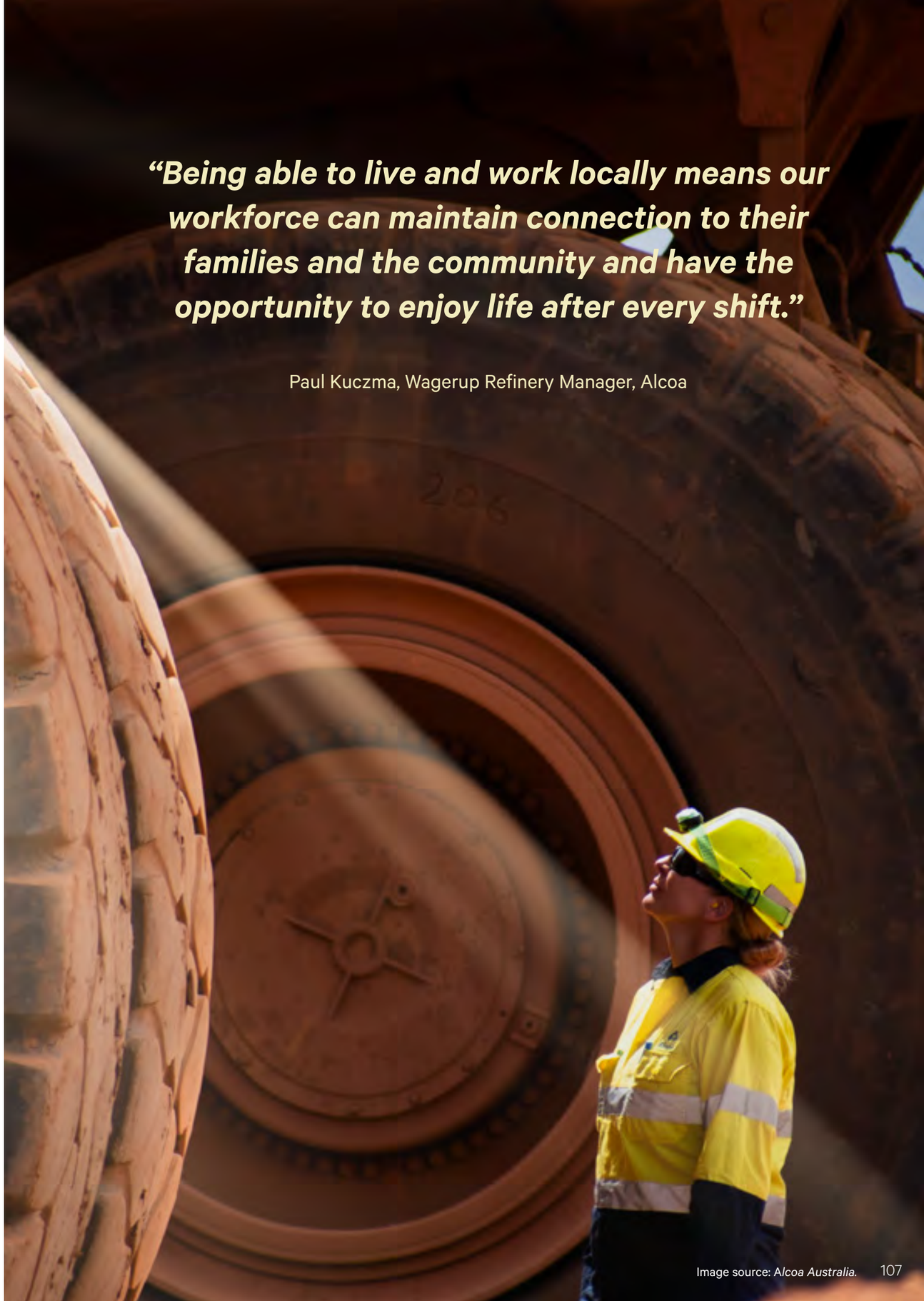


Image source: *Alcoa Australia.*

BUILT TO LAST.

The Harvey Region is a hub of activity for the construction, earthmoving and haulage industries, offering plentiful job opportunities and driving strong economic growth.

The success of other sectors in the Harvey Region and its strategic location has created a high demand for construction, earthmoving and haulage services in the area.

The Harvey Region's construction industry is diverse, covering everything from residential to commercial and industrial projects, and has been growing steadily over the years. As demand for new builds and developments continues to grow, there are plenty of opportunities for operators to take advantage of this burgeoning boom.

A Region on the Grow

- The Harvey Region has a higher percentage of vocational-qualified residents compared to the rest of regional WA.
- All industries are set to benefit from expected continued population growth.

The Bottom Line

- In recent years, construction has represented the fastest growing sector in the Harvey Region. In particular, Heavy and Civil Engineering Construction, and Construction Services.
- The output of construction work done in the Harvey Region reached $1.16billion in the 2025 financial year.
- In 2025, the industry provided 1,431 local jobs.
- The Australian road freight industry is made up of more than 64,000 businesses and is projected to generate approximately $77 billion in revenue in 2026, continuing to play a critical role in supporting the national economy and supply chain.

Opportunities on Offer

- Investment in infrastructure projects, such as the Bunbury Port expansion and Wilman Wadandi Highway, which will improve access to the Harvey Region and provide opportunities for the construction and haulage industry to secure contracts for the development and maintenance of these projects.
- Development of industrial parks and zones to attract new businesses to the area and stimulate economic growth.
- The growth of the renewable energy sector in Western Australia, particularly in the development of wind and solar farms. These projects require significant construction and haulage services, that could provide opportunities for companies in the Harvey Region to secure contracts. Renewable energy projects also provide the opportunity to support sustainable construction and reduce the carbon footprint of the area.
- Investment in new construction technologies, such as modular construction, to increase efficiency and reduce costs.
- Development of specialised haulage services, such as oversized load transportation or hazardous materials transport, to meet the needs of a variety of industries.
- Investment in equipment and machinery, such as cranes, excavators, and bulldozers, to support construction and infrastructure development projects.
- Expansion of existing construction and haulage companies to take advantage of new business opportunities and partnerships in the Harvey Region.
- Collaboration with local universities and research institutions to develop innovative construction and haulage solutions, such as autonomous vehicles or 3D printing technology.
- The Western Australian manufacturing industry is growing, particularly in the development of new products and technologies. This could lead to increased demand for construction and haulage services to support the development of new manufacturing facilities and the transportation of goods.
- The development of new residential and commercial properties in the Harvey Region will require ongoing construction and haulage services to support their construction and maintenance.

Image credit: *Uncommon Creative.*

Image credit: *Uncommon Creative.*

SPOTLIGHT ON:

B&J CATALANO

Location: Brunswick

B&J Catalano specialises in end-to-end mining and civil, transport and materials handling solutions. They employ more than 250 people and have an impressive portfolio of equipment to resource work in the mining and bulk haulage industries.

More than 60 years ago, Australian-Italian brothers Bill and Joe Catalano launched their business in the Harvey Region.

They now operate throughout Western Australia, with strategic locations in the South West, Mid-West, and Metropolitan regions.

Industry-recognised for quality standards, B&J Catalano was founded on values of hard work, quality service and a 'fair go' attitude. No surprise, then, that they fit right in here in the Harvey Region.

CASE STUDY:

THE HOVEY GROUP

Location: Australind

Australind is home to the largest supplier of concrete pipe and precast products in regional WA. The Hovey Group which provides clients a complete solution with a civil engineering and excavation service coupled with the supply and lay of premixed concrete and concrete products.

The Hovey Group incorporates Australind Premix, JAK Civil and MJB Industries and was established in 1988 by best friends and brother-in-laws John Hovey and Syd Wright under the banner of S&J Excavations.

From humble beginnings, they started the business with only one Kato excavator and a Mack R600 Prime mover.

After the tragic death of Syd, John and his family established Australind Premix, supplying both premixed concrete and concrete products to Bunbury and the South West.

2005 saw the establishment of MJB Industries to supply and deliver precast concrete pipe and products. MJB Industries prides itself on quality and service and have become a supplier of choice for many civil contractors throughout Western Australia.

JAK Civil was established in 2011 as a 'one stop enterprise' for civil construction and maintenance in Western Australia.

The family owned companies continue to grow rapidly through their ability to service the industrial, commercial and domestic industries.

End to End solutions
The Hovey Group's success is the creation of an end-to-end supply chain, allowing them to control all aspects of design, production and installation.

When many businesses struggled with supply problems during COVID-19, The Hovey Group went from strength to strength, delivering reliability and cost efficiencies to projects.

Quality and Service Drives Sales
The Hovey Group is a responsive and versatile group of family-owned business with a well-honed reputation for delivering quality works within agreed time-frames and budgets.

They go above and beyond to provide clients with the whole package of work, tailored precisely to their requirements.

Committed to adding value to every contract undertaken, The Hovey Group don't focus on sales but reputation.

Image credit: *The Hovey Group.*

People are Everything
People are everything to the success of The Hovey Group, employing more than 100 staff at MJB Industries, plus further staff within their other companies. Many have worked with The Hovey Group for over a decade.

Long before it became industry standard, The Hovey Group also established an Aboriginal employment program. A number of Noongar staff have successfully progressed through the business to supervisor positions.

It’s All About the Community and Keeping it Local
Focused on giving back, The Hovey Group is renowned for the support and generosity it provides to local community organisations.

They are dedicated to sourcing local product and engage local companies in project partnerships. wherever possible.

Australind to Beyond
From supporting major, local projects such as the $1.3 billion Bunbury Outer Ring Road to trucking concrete products to the east coast of Australia, The Hovey Group’s location within the Australind Industrial Precinct (just metres off Forrest Highway) provides the perfect location.

Expanding for the Future
The Hovey Group are confident about the future, recently investing in a second bi-directional pipe manufacturing plant.

The new $1 million addition is more automated, allows for greater variation in production, and importantly provides the company with more productive maintenance down-time.

Sustainability
MJB Industries has introduced a new range of low cement pipe. The pipe significantly reduces a project’s carbon footprint. Engineered with a low-cement concrete mix, it lowers the Portland cement content, resulting in a reduction in Global Warming Potential compared to the MJB standard concrete pipe range.

Importantly, this eco-friendly option doesn’t compromise performance, delivering the same strength, durability, and service life users expect.

“We recognise that our continued growth and success depends on building close and long-term relationships, and providing quality solutions.”

John Hovey, Co-owner, The Hovey Group

THE HOVEY GROUP
For more information on The Hovey Group:

+61 8 9797 0999 sales@mjbindustries.com @MJBIndustries

ENGINEERING THE FUTURE.

With a rich heritage spanning over 120 years, the Harvey Region has advanced manufacturing embedded in its DNA. This dynamic industry, which boasts an annual output of $1.48 billion and over 1,203 highly skilled employees, has grown and diversified over the past century, attracting a variety of manufacturing companies, both big and small.

Renowned for their ability to produce high-quality customised solutions, the Harvey Region's manufacturers are continually expanding their capabilities and staying ahead of the curve.

With strategic investments in infrastructure, including the expansion of the nearby Bunbury Port and the Wilman Wadand Highway, the surrounding area continues to grow, physically and intellectually.

Ahead of the Curve

- The Harvey Region is home to a variety of manufacturing companies, ranging from small businesses to large corporations, with a significant presence in the areas of agriculture, mining and construction.
- The Harvey Region's proximity to the Bunbury Port, which is undergoing expansion, provides a strategic advantage for manufacturers, enabling them to access global markets and increase their export capabilities.

The Bottom Line

- The Harvey Region's manufacturing industry generates an annual output of $1.48 billion and generates over 1,203 local jobs.
- Western Australia's economy grew by 3.5% in 2022–23, with manufacturing remaining a key contributor to the State's industrial and export activity.
- Western Australia's manufacturing industry contributes approximately $15 billion annually to the State economy.

Opportunities on Offer

- Investment in research and development to drive innovation and new product development
- Attraction of skilled workers and talent to the Harvey Region through initiatives, such as training programs and apprenticeships
- Expansion of local manufacturing capabilities to cater to growing demand in the domestic and international markets
- Collaboration between local manufacturers to drive economies of scale, shared resources, and increased competitiveness
- Development of specialist manufacturing facilities to cater to emerging industries such as renewable energy, defence, and aerospace.
- Investment in automation and advanced manufacturing technologies to drive productivity gains and cost efficiencies
- Establishment of manufacturing clusters or precincts to support collaboration, networking, and shared resources within the industry
- Investment in sustainable manufacturing practices and technologies to reduce environmental impact and appeal to environmentally conscious customers
- Development of export opportunities through government initiatives and international trade agreements
- Investment in supply chain management and logistics to improve efficiency and reduce costs.

Image credit: *Uncommon Creative.*

CASE STUDY:

DWYER ENGINEERING

Location: Harvey

With next-level fabrication and structural engineering, one Harvey manufacturer is making a conscious decision to run its global niche business from the Harvey Region.

Dwyer Engineering (Dwyer) is a family-owned engineering and construction company specialising in structural steel. Since 1999, Dwyer has successfully assisted their clients in the oil and gas, mining, power, and infrastructure industries.

Dedicated to excellence, Dwyer supplies detailing, mechanical and structural fabrication, pipe spooling, maintenance, pre-assembly, surface treatment and transport. In addition to this, Dwyer can assist with large-scale pipe, mechanical and structural erection on site.

Location, Location, Location Within the Booming South West Economy
Operating within Australia's strong South West economy has provided Dwyer with accessibility to large scale projects at their doorstep, including the Harvey Pipe Project (WA Engineering Excellence Award); the Binningup Desalination Plant (Global Water Awards - Desalination Plant of the Year); and Greenbushes Lithium Plant (considered the biggest lithium mine in the world).

Locally-based business opportunities continue to grow with the expansion of the Harvey Region's Kemerton Strategic Industrial Area (KSIA), home to many of the state's largest natural resource processor plants.

Importantly for Dwyer, proximity equals improved profitability and operating efficiencies.

State Wide Accessibility
Being situated in Harvey's Industrial Precinct, (metres off the South Western Highway and within 90 minutes of Perth) opens doors to state-wide projects. Oversized loads travelling thousands of kilometres are also no problem for Dwyer through the use of escorted transports.

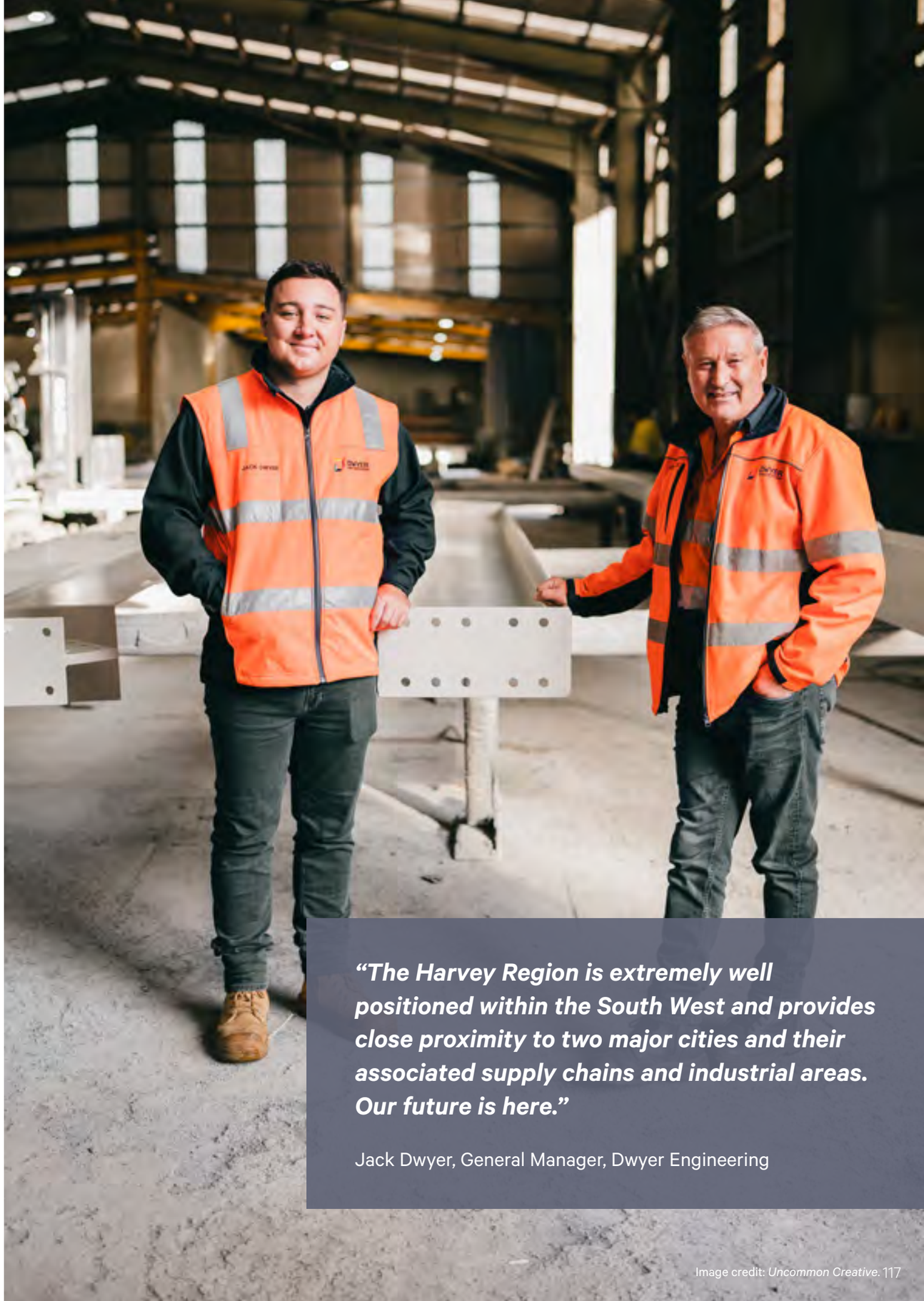
General Manager Jack Dwyer believes the Harvey Region provides a solid base for the business to service all parts of Australia.

Over the last few years, Dwyer has successfully delivered services and projects for the Cloud Break and Mount Whaleback mines in the Pilbara, and Kimberly's Argle Diamond Mine.

One Stop Shop
Dwyer prides itself on being a one stop shop for its client base. Their workshops are equipped with modern Computer Numerical Control (CNC) machines which deliver services for all stages of any large scale engineering project.

Attracting and Retaining Employees
Well-respected employers, Dwyer takes advantage of the Harvey Region to attract and retain employees who will uphold the company's mission, vision and values.

They believe the Harvey Region's many schools, health services, shopping centres, fantastic beaches and great climate play a key role in attracting many workers to relocate their families to work and live in the area, providing Dwyer with a talented and consistent workforce.



"The Harvey Region is extremely well positioned within the South West and provides close proximity to two major cities and their associated supply chains and industrial areas. Our future is here."

Jack Dwyer, General Manager, Dwyer Engineering

Image credit: *Uncommon Creative.* 117

Eye on the Future
Dwyer understands that in today's environment, it is a business' responsibility to ensure their imprint on the environment is minimised as much as possible.

To reduce their environmental impact they are continually implementing sustainable initiatives, such as installing solar panels at their Harvey workshop to take advantage of their location's favourable climate.

What the Future Holds
Expansion is on the cards for Dwyer Engineering, as they venture into the use of robotics within their operations.

The company is also active in research and development (R&D), with a key project focused on new ways to recycle rubber in a bid to reduce contribution to landfill.

DWYER ENGINEERING
For more information on Dwyer Engineering:

+61 8 9729 2922

enquiries@dwyereng.com.au

@dweyereng

Image credit: *Uncommon Creative.*

Image credit: *Uncommon Creative.*

CASE STUDY:

BRUGAN BREWERY

Location: Wokalup

When Bruce and Megan purchased the historic Wokalup Tavern in 2017, they saw an opportunity to restore a local landmark and create a brewery that celebrated the Harvey Region.

Restoring History, Brewing Something New
Originally established in 1906, the Wokalup Tavern has long been part of the region's history.

After several years living in Melbourne, Bruce and Megan returned to Western Australia with a vision to blend Melbourne's vibrant food, beer and hospitality culture with the relaxed character of country WA. That vision became Brugan Brewing.

Constructed during 2020 and 2021, in the middle of the COVID-19 pandemic, the brewery, located behind the historic tavern, was built through resilience, adaptability, and a strong belief in the region's future.

Today, along with excellence in beer manufacturing, Brugan Brewing has become one of the Harvey Region's standout hospitality destinations, attracting locals and visitors travelling through the South West.

Adding to the achievement, Bruce continues to balance leading the South West's largest irrigation scheme, Harvey Water, with overseeing the growth of Brugan Brewing.

Collaboration and Connection
At the heart of Brugan Brewing is a strong focus on local collaboration and regional produce.
The brewery uses locally sourced ingredients wherever possible, including Mallokup malts and hops sourced from the Harvey and Margaret River regions, helping create beers that reflect the flavour and identity of the South West.

The venue also serves wines from across the Geographe wine region, encouraging visitors to experience more of the leading local producers.

Creating a Manufacturing Experience
What makes Brugan Brewing unique is its blend of a restored heritage tavern and a modern microbrewery experience.

Visitors can enjoy one of 11 handcrafted beers brewed on-site while surrounded by the history and atmosphere of one of the region's oldest hospitality venues.

The Mid IPA and Light Lager are favourites amongst the regulars. Brewer Ravi Singh is always trialling different boutique flavours to keep beer lovers on their toes.

The manufacturing and brewing facilities are located adjacent to the kitchen and dining area, providing a first-hand view of the brewing process. Canning also occurs on-site through a mobile provider.

Great Beer is Better with Great Food
The relaxed country setting, overlooking the rich pastures of Wokalup, and welcoming atmosphere have helped establish Brugan as both a community hub and a destination for those exploring the Harvey Region.

In addition to seasonal beverage options, visitors can experience a produce-driven menu from a team of chefs, creating an authentic regional food-and-beverage experience.

The results are evident: Brugan was a finalist at the Gold Plate Awards, and recently their beers took home two gold and three bronze prizes at the Perth Royal Food Awards.

Sustainability in Practice
Sustainability is a key part of Brugan Brewing's operations.

The business has invested in solar infrastructure to help reduce energy consumption.

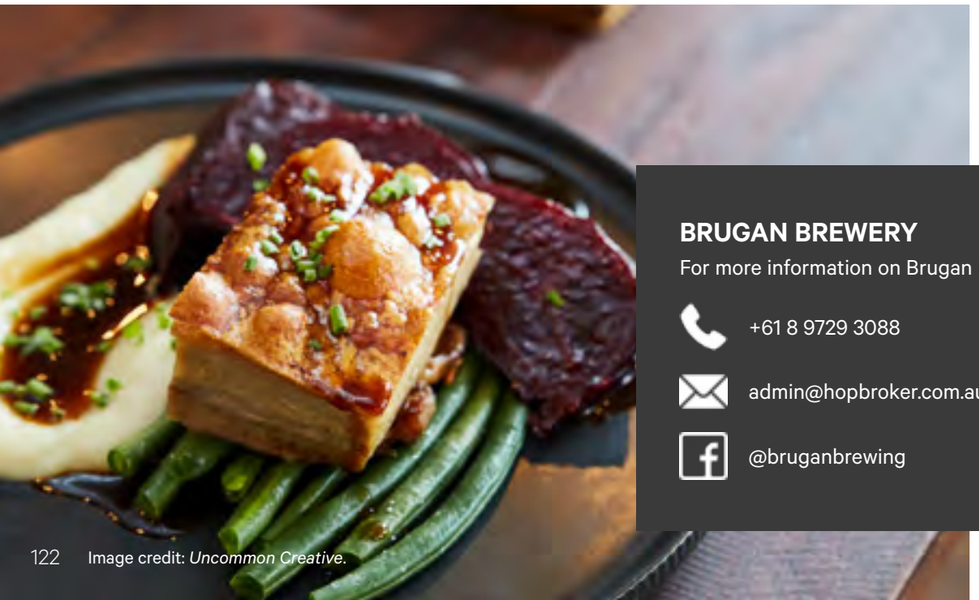
By prioritising local sourcing, including bread from Dardanup Bakery, Brugan supports nearby agricultural producers while contributing to a more circular regional economy.

The business also reduces waste and landfill by supplying spent grain to Hall's Family Dairy down the road. In return, Hall's provides Brugan with their sensational cheese products for use in its kitchen.

Looking Ahead
Bruce and Megan remain focused on thoughtful, sustainable growth.

On Mother's Day in 2026, Brugan served a whopping 600 meals across the day, renewing interest in earlier plans to expand the dining area by relocating the bottle shop. There are also plans to renovate the facade of the original Wokalup Tavern building.

As the business continues to evolve, the focus remains on preserving Wokalup's character while strengthening Brugan Brewing's reputation as one of the Harvey Region's must-visit hospitality destinations.



BRUGAN BREWERY
For more information on Brugan Brewery:

+61 8 9729 3088

admin@hopbroker.com.au

@bruganbrewing

 Image credit: *Uncommon Creative.*

"We wanted to create something that felt genuinely connected to the region — a place where people could enjoy great local beer, quality food and the history and character of Wokalup all in one experience."

Megan and Bruce, Owners, Brugan Brewery

Image credit: *Uncommon Creative.*

CASE STUDY:

MJ GOODS

Location: Australind

From custom product labels through to Australia's first home-compostable paper drink cups, MJ Goods is proving advanced manufacturing and sustainable innovation can thrive in the Harvey Region.

Founded in 2019 by Matt Marchese and family, the business originally supplied hospitality, catering and baking products throughout the South West. Matt's background as a chef gave him firsthand insight into the hospitality industry and the growing demand for more practical and sustainable packaging solutions.

Today, MJ Goods operates retail stores in Australind and Bunbury, while its manufacturing and printing operations remain based in the Harvey Region.

Alongside sustainable packaging production, the business also operates a major printing and labelling division, supplying customised labels and packaging solutions to businesses across Australia, including customers in the Northern Territory.

The business now works with recognised brands and hospitality operators including Harvey Beef - Harvest Road, Bunbury Toyota, Bunbury Mantra, SHAG Brewing Company and Little Otto's Busselton.

Growing Through COVID

During the COVID-19 pandemic, MJ Goods experienced rapid growth as supply shortages created massive demand for essential hospitality and cleaning products, earning Matt the nickname of the "toilet paper king" amongst customers and suppliers.

Rather than slowing down during this period, the business expanded aggressively, investing more than $2–3 million into manufacturing equipment, including custom-built print machinery from Melbourne and a specialised cup manufacturing plant from China.

This growth helped position MJ Goods to move into advanced sustainable packaging manufacturing as environmental awareness, packaging legislation and plastic bans continued evolving across Australia.

First of Its Kind in Australia

MJ Goods has since become the first business in Australia to manufacture home-compostable paper drink cups.

Unlike many compostable products that require industrial composting facilities, MJ Goods' cups are designed to break down in standard backyard compost systems and worm farms within approximately 7–10 weeks, creating a far more practical solution for Australian households and businesses.

Manufactured locally in Australind using specialised custom-built machinery, the cups use water-based coatings and certified compostable materials that eliminate traditional plastic-lined cup waste.

The business also offers short-run production from as little as 1,000 cups per order, with turnaround times of approximately 7–14 days compared to wait times of up to 12 weeks for imported overseas products.

"We're not just importing a product — we're manufacturing a practical and the highest level certified eco-friendly solution right here in the Harvey Region."

Matt Marchese, Owner, MJ Goods

Image credit: *Uncommon Creative.*

Built on Hard Work and Innovation
Matt Marchese's Italian heritage and strong family work ethic continue to shape the culture of the business, which remains heavily family focused with Matt's wife and daughter involved in operations.

What started as a small family-run operation has grown into a nationally supplying manufacturing, packaging and printing business supporting hospitality operators, retailers and businesses across Australia.

By manufacturing locally, MJ Goods reduces transport emissions, improves supply chain reliability and keeps economic value within the region.

As Australia continues moving toward stronger circular economy principles and reducing reliance on single-use plastics, MJ Goods is well positioned to play an important role from right here in the Harvey Region.

As part of the business's commitment to reducing waste, products that do not meet quality standards are donated to local schools and community groups to support gardening and plant-growing projects rather than being discarded.

Looking Ahead
Future plans include launching a dedicated sub-brand for the home-compostable product range, expanding market reach, and securing further investment to support additional manufacturing capability.

Planned developments also include full-bleed cup printing, sourcing more eco-friendly inks, expanding into double-wall cups and developing additional home-compostable packaging products including bowls and other food packaging solutions.

 Image credit: *Uncommon Creative.*

MJ GOODS

For more information on MJ Goods:

+61 8 9770 1500 sales@mjgoods.com.au @mjgoodsaus

Image credit: *Uncommon Creative.*

RETAIL TALES.

The Harvey Region's retail industry has successfully adapted to the changing landscape of convenience shopping and online trading, while still providing traditional bricks-and-mortar stores. In 2025, the retail sector produced $110.5 million in economic output, while providing more than 650 local jobs.

The local retail industry is vibrant and diverse, with a wide range of businesses offering services such as repair and maintenance, personal grooming, and healthcare.

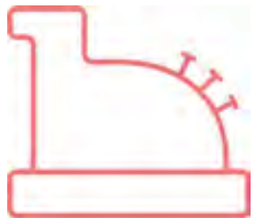
As the Harvey Region's population continues to grow, and tourism remains a focus, businesses that embrace technology and changing consumer trends will be well-positioned for success.

Smart Shoppers

- With a growing population (more than 30,000 with access to 100,000) and a focus on the tourism industry, the future of retail in the Harvey Region is bright.
- The Harvey Region boasts multiple shopping centres, providing a one-stop-shop for visitors looking to browse a range of stores in one location.

The Bottom Line

- In 2025, the retail sector produced $110.5 million in economic output.
- Retail trade creates over 650 local jobs.
- Western Australia's retail trade industry generates more than $10 billion annually and remains a significant contributor to the State economy and employment.



Opportunities on Offer

- Expansion of retail offerings in new commercial developments, such as Treendale Home and Lifestyle Centre, and the Australind Community Hub, are providing opportunities for new businesses to establish themselves in the Harvey Region and for existing businesses to expand their customer base.
- Revitalisation of Yarloop, following the devastating bushfire in 2016, presents opportunities for the establishment of new retail businesses to serve the local community and surrounding areas.
- The Fiveight Binningup development provides opportunities for new businesses to establish themselves in a growing community with a small retail outlet and ancilary uses planned for the town centre.
- The Village Shopping Centre in Australind presents opportunities for new businesses to establish themselves in a busy shopping centre with a large customer base. An additional bakery option would be well-received by customers looking for fresh bread and pastries.
- Treendale Shopping Centre presents opportunities for new businesses to establish themselves in a growing residential area, with food-based businesses such as butchery and beauty-related businesses being in high demand.
- As the Harvey Region is home to a number of natural attractions such as national parks, beaches and wineries, there is an opportunity for eco-tourism retail businesses to flourish, selling locally-made artisanal products, souvenirs, and specialty foods.
- With the growth of online shopping, there is an opportunity for local retail businesses to expand their online presence and tap into the global market. The Harvey Region has the advantage of a lower cost of living and lower overheads compared to larger cities, which can make it attractive to entrepreneurs looking to establish online retail businesses.
- With an increasing focus on health and wellness, there is an opportunity for businesses to cater to this market. This could include health food stores, natural beauty products, and fitness equipment retailers.
- As consumers become more discerning, there is an opportunity for niche retail businesses to thrive. This could include specialty stores selling items such as vintage clothing, handmade crafts, or sustainable luxury goods.

Image credit: *Bianca Turri.*

SPOTLIGHT ON:

LOCAL EMPORIO

Location: Harvey

With a focus on quality local and Australian designed products and end-to-end service, Local Emporio epitomises boutique retail at its best.

Owner Annie Ritikis took a calculated risk. She opened her boutique store during the COVID-19 pandemic after noticing a demand for local and Australian-made clothing, accessories and giftware, and a gap in the Harvey market.

Following a stint in Sydney's bridal fashion industry, this Western Australian of Lithuanian and Croatian decent has created an 'Insta-worthy' retail store with an extensive range of products from leading and unique artists and designers, plus exclusive one-of-a-kind local giftware in a town she loves.

Providing an end-to-end clothing service, the store also features an in-house seamstress.

A growing feature of Local Emporio is the range of workshops held throughout the year. Among the most popular is the annual Christmas wreath workshop, held in the lead up to the festive season.

Image credit: *Bianca Turri.*

CASE STUDY:

HOUSE OF SHARDAY

Location: Harvey

Diversification success drove these previous dairy farmers to establish one of Australia's boutique fragrance businesses.

From its humble beginnings the demand grew and in 1995 the House of Sharday perfumery was established. The company, driven by Rose and John Italiano and their daughter Adriana, manufactures perfumery and fragrant skincare products that reflect the spectacular beauty of Western Australian flora.

From the Kitchen Table
Originally dairy farmers, John and Rose began investigating ways to diversify their income. The business started as a 'side hustle' on the kitchen table and soon became part of the family. Every member is or has been involved in House of Sharday since its inception.

Hard Work Philosophy in Harvey
For John and Rose, Harvey is home. Both are from multi-generation Italian migrants who settled in Harvey in the 1920s with only ten pounds to their name. They were raised on the philosophy of hard work and grasping every opportunity with two hands.

Blooming Business
Perfume is one of the world's most competitive industries. To succeed, Rose and John recognised the need to create a product unique to Western Australia and the Harvey Region.

Living in the South West and surrounded by brilliant wildflowers in Spring, Rose was inspired to re-create their scent to be enjoyed throughout the year.

These Australian flora-based creations with lush exotic blossoms are expertly curated with the love and passion that can be found in every House of Sharday product.

Product and Packaging is Everything
Unable to compete with international companies on advertising, the company focus on quality products and packing.

Reaping the rewards, House of Sharday won the 2012 National Design Award for their 'Wild' fragrance packaging.

Flexible and Dynamic
During COVID-19, the company quickly pivoted, producing hand sanitiser for the Harvey Region and Western Australia. In true 'House of Sharday' style, the product was infused with Australian ingredients - aloe vera for soothing skin feel and lemon myrtle known for its uplifting properties.

Not afraid of hard work and accepting a challenge, they also once produced a fragrance on behalf of a major distributor in Sydney within 24 hours.

Image credit: *House of Sharday*

"We know Harvey has always strongly supported and fostered boutique businesses... many have grown substantially to become nationally recognised companies."

John and Rose Italiano, Owners, House of Sharday

Committed to the Future
The Italianos are investing in the Harvey Region with the construction of a standalone production facility and showroom, with the potential for a future retail store. They are also a major supplier to leading tourism retailers.

HOUSE OF SHARDAY

For more information on
House of Sharday:

+61 8 9729 2523

admin@houseofsharday.com

@HouseOfSharday

@houseofsharday

Image credit: Uncommon Creative.

SPOTLIGHT ON:

TREENDALE SHOPPING CENTRE

Location: Treendale

"The convenience of having a dedicated shopping centre with leading retailers on offer makes Treendale Shopping Centre a drawcard for those considering moving to the area."

Premo Jacniacki, Knight Frank

Treendale Shopping Centre is a $32 million neighbourhood shopping centre located within the developing area Australind suburb. The Region Group-owned centre consists of over 7,300 square metres of retail space and is anchored by Woolworths Supermarket, Best & Less, The Reject Shop and 17 specialty stores.

In partnership with Knight Frank, it provides residents within the Harvey Region with a modern supermarket-based centre to service their food and grocery shopping needs at a convenient and easily accessible location with undercover parking.

In addition to permanent lease arrangements, management also offers pop-up trading opportunities, enabling businesses to trial a new location.

The owner has also recently purchased the adjacent Treendale Home and Lifestyle Centre.

Image credit: *Bianca Turri.*

HEALTHY COMMUNITIES.

The Harvey Region is experiencing strong growth in healthcare and allied health services, driven by population growth, an ageing demographic and increasing demand for accessible regional healthcare. The region's combination of lifestyle appeal, expanding communities and proximity to major regional health facilities makes it an attractive destination for healthcare professionals and service providers.

In 2021, 37% of the Harvey Region's population was aged 50 years or older, highlighting growing demand for healthcare, allied health, aged care and wellbeing services across the region.

A Growing Healthcare Community

- The Harvey Region continues to see increasing demand for general practitioners, nursing services and allied health professionals.
- An ageing population is driving strong growth in aged care, rehabilitation and community health services.
- The region's growing population supports long-term demand for healthcare infrastructure and specialist services.
- Proximity to Bunbury's regional healthcare facilities provides strong referral and support networks.
- The Harvey Region's lifestyle advantages are attractive to healthcare professionals seeking regional living opportunities.

The Bottom Line

- Allied health services including physiotherapy, occupational therapy, psychology, speech pathology and disability support remain in high demand.
- Demand for in-home care and aged care services is expected to continue growing over the coming decades.
- Healthcare and social assistance continue to be among Australia's fastest-growing employment sectors.
- Regional healthcare investment contributes significantly to local employment and economic activity.

Opportunities on Offer

- Establishing or expanding general medical and specialist healthcare practices.
- Investing in allied health clinics to service growing regional demand.
- Developing aged care, disability support and community health services.
- Expanding mental health and wellbeing services across the region.
- Investing in health-related training, rehabilitation and wellness facilities.
- Partnering with local government and community organisations to deliver preventative health programs and outreach services.

CASE STUDY:

EMPOWERMENT2BE

Location: Australind

Empowerment2Be is helping shape a more inclusive future across Western Australia, supporting young people with disability and neurodiversity to transition into meaningful employment, education and community life.

Founded by Kerry Morrison, the business grew from both professional experience and lived insight. A proud Aboriginal woman, social worker and lecturer at Curtin University and Edith Cowan University, Kerry established Empowerment2Be after researching the experiences of autistic young people transitioning from school into adulthood in the South West and identifying major gaps in support systems.

What started as part-time work alongside other professional roles has grown into a respected consultancy and support service working with individuals, families, schools, Aboriginal organisations, businesses and government agencies across the state.

A Different Approach

What makes Empowerment2Be different is its practical, relationship-based and culturally safe approach.

Rather than focusing only on assessments and reports, Kerry works directly alongside young people and families to build confidence, identify strengths and create realistic pathways into employment, independence and community participation.

Programs are tailored to each individual, particularly those who may struggle in traditional education or employment settings, and combine professional expertise with lived experience, yarning and strengths-based support.

Kerry's work with Aboriginal communities across regional, rural and remote Western Australia has become a key part of the business, helping organisations better understand inclusion, cultural safety and community connection.

National Impact from Australind

From an office in Australind, Empowerment successfully delivers services and creates impact across the entire country.

Image credit: *Uncommon Creative.*

“Our work is about creating real pathways, strengthening connection, and supporting young people to build meaningful futures in their communities.”

Kerry Morrison, Owner, Empowerment2Be

 Image credit: *Uncommon Creative.*

From the Harvey Region, Kerry works with individuals, schools, organisations and communities throughout the South West, Wheatbelt, Pilbara, Kimberley, Goldfields and interstate, demonstrating how regionally based businesses can successfully deliver specialised services on a nationwide level.

Kerry has intentionally built Empowerment2Be from the Harvey Region, drawn to Australind by the natural beauty of the Derbal Elaap (*Leschenault Estuary*) and the strong sense of community the area provides.

The proximity to Busselton Margaret River Airport is also a benefit of the location, as it supports travel across the country, allowing Empowerment2Be to remain regionally grounded while delivering services more broadly.

Alongside workshops, consulting and training, Empowerment2Be also runs regular free “Walk and Talk” community sessions along the Leschenault Estuary in Australind, helping create safe and welcoming opportunities for connection and conversation.

Community Leadership

In addition to leading Empowerment2Be, Kerry serves as a Care Plan Review Panel Member with the Department of Communities WA and has volunteered as a Breastfeeding Counsellor and Educator with the Australian Breastfeeding Association since 2007, supporting families through phone, online and face-to-face counselling.

Her contribution to the community was recognised in 2022 when she received a Shire of Harvey Community Appreciation Award for her volunteer advocacy and support work across the region.

Kerry’s work has been recognised through scholarships to present at the Indigenous Allied Health Australia Conference in 2023 and 2024, alongside a growing contribution to conferences, publications and community advocacy across Western Australia.

Her presentations have covered topics including neurodiversity, disability employment pathways, anti-racism, culturally safe practice and supporting Aboriginal and Torres Strait Islander families and students.

Kerry has also presented at major events including the Asia Pacific Autism Conference, People with Disability WA State Conference and ANZSWWER Symposium, while continuing to contribute to research and publications focused on inclusion, empowerment and social justice.

Looking Ahead

Future plans for Empowerment2Be include expanding workshops, facilitation and support services across Western Australia and interstate, while continuing to advocate for more inclusive and culturally safe communities.

This includes delivering training for schools, organisations and community groups, increasing keynote speaking opportunities, developing strengths-based programs for young people with disability and neurodiversity, and building partnerships that improve access to support services in regional and rural areas.

Empowerment2Be also aims to continue growing community initiatives, mentoring opportunities and professional development programs that strengthen connection, wellbeing and empowerment across the communities it supports.

EMPOWERMENT2BE

For more information on Empowerment2Be

+61 439 970 179

kerry.morrison@empowerment2be.com.au

@Empowerment2Be

HIGHER LEARNING.

The Harvey Region offers a strong and supportive education environment, with quality schools, vocational training opportunities and close access to tertiary education providers. The region is home to five high schools, 12 primary schools and the South Regional TAFE campus, providing diverse education pathways for local families and students.

Families are drawn to the Harvey Region for its safe communities and high-quality lifestyle, helping support continued growth in the education sector.

The region also benefits from strong industry connections in agriculture, manufacturing, mining and healthcare, creating opportunities for practical workforce development and training partnerships.

Learning for the Future

- The Harvey Region is home to five high schools and 12 primary schools servicing communities across the region.
- South Regional TAFE provides vocational education and training opportunities that support local workforce development.
- The nearby Edith Cowan University (ECU) Bunbury Campus offers tertiary education pathways for students in the South West.
- Strong connections between schools, training providers and local industries help create employment pathways for students.
- Growing population centres are increasing demand for early childhood education and childcare services.

The Bottom Line

- Population growth in the Harvey Region continues to support demand for education infrastructure and services.
- Workforce shortages across multiple industries are creating opportunities for skills training and vocational development.
- The region's strong industry base supports practical learning partnerships, apprenticeships and traineeships.
- Education and training services play an important role in supporting long-term regional economic growth.

Opportunties on Offer

- Investing in early childhood education and childcare facilities.
- Expanding vocational training and workforce development programs aligned with regional industries.
- Developing specialist education services and tutoring businesses.
- Partnering with local industries to deliver apprenticeships and skills training initiatives.
- Investing in modern education infrastructure and digital learning facilities.
- Supporting programs focused on regional workforce retention and youth development.
- Establishing innovative training programs in agriculture, healthcare, manufacturing and technology sectors.

Image credit: Our Lady of Mercy and TRCB.

CASE STUDY:

WA COLLEGE OF AGRICULTURE

Location: Harvey (Wokalup)

Located on the foothills of the Darling Scarp, the Western Australia College of Agriculture in Harvey has a longstanding reputation for excellence and a history of producing outstanding students.

They are a leading independent, secondary educational institution with 'world class' residential, trades, farming, recreational and classroom facilities to provide a first class living and learning environment.

The 940ha College farm, spread across two sites, boasts some of the most productive irrigated and dry land available in the state, enabling the production of a diverse range of agricultural enterprises.

A Different Approach

The WA College of Agriculture Harvey specialises in providing senior secondary students (Years 10, 11, and 12) with a unique blend of traditional academic studies, hands-on trade training, and real-world agricultural experience.

Students study under the Australian Qualifications Framework to achieve qualifications that are nationally recognised making them both valuable and portable.

Certificates up to level III are available using a unique learning environment which blends knowledge and skill development within the technical trades and commercial agricultural environments.

Tertiary aspirants can choose courses of study leading to the achievement of an Australian Tertiary Admission Rank (ATAR).

Image credit: WA College of Agriculture

Value adding to all on-farm produce and 'paddock to plate' principles are encouraged with the use of an onsite butcher shop, milk processing facility and horticultural production storage and packaging unit.

Sustainable practices and emerging technologies are integrated in all areas of the College.

Many of their graduating students have obtained highly successful careers in agriculture and other industries. A number of students seek Tertiary studies upon leaving the College.

"Harvey Agricultural College gives students practical hands-on training that would be difficult to receive from working in a purely commercial environment."

Past Western Australian Education Minister, Alan Carpenter

Image credit: WA College of Agriculture.

SMART MOVE.

The Harvey Region is a community filled with visionaries and creative thinkers, committed to creating a positive impact. The Shire of Harvey understands the importance of cultivating the creative industries to ensure a sustainable future within the Harvey Region and has invested in a new hub to incubate this talent to its full potential.

Western Australia's cultural and creative industries contribute more than $10 billion annually to the State economy and continue to support thousands of jobs across digital media, design, advertising, software, arts and creative services.

Think Big

- The Shire of Harvey's *Art and Culture Strategy - Creative Communities 2027* has been designed to drive growth.
- Located only 15 minutes away from Australind, a Creative Tech Village was established in 2023 by ECU and the WA Government.
- In WA, workers in creative occupations are twice as likely to hold a university degree or higher qualification than all employed workers.

The Bottom Line

- Australia's creative industries continue to experience strong growth, driven by increasing demand across digital, cultural and creative sectors.
- WA's creative industries are a significant contributor to the State economy, supporting innovation, business development and creative enterprise.
- Employment within the creative industries continues to grow nationally, reflecting the expanding role of creative and digital services across the economy.
- Many businesses operating as sole traders and small enterprises.

Opportunities on Offer

- Creative agencies specialising in advertising, branding, and digital marketing.
- Design studios focused on graphic design, interior design, and product design.
- Art galleries and exhibition spaces showcasing the work of local and regional artists.
- Music and performing arts venues for live performances, concerts, and festivals.
- Production companies for film, television, and other media projects.
- Software development firms specialising in gaming, virtual reality, and other immersive technologies.
- Education and training providers offering courses in creative disciplines.
- Retail businesses selling art supplies, craft materials, and creative products.
- Tourism operators providing unique experiences based on the Harvey Region's cultural and natural assets.
- Event management companies specialising in creative events, weddings, and celebrations.
- Investment in creative businesses with potential for growth in intellectual property development and the export of creative services.
- Opportunities to partner with the education sector, regional innovation hubs, and the start-up community through the Creative Tech Village and Harvey Community Hub.
- Investing in creative talent development programs, such as mentorship and traineeship programs, to support the growth of the local creative industry and cultivate new talent.
- Investing in technology and innovation to support the growth of the digital creative industries, such as virtual and augmented reality, gaming, and software development.
- Investing in the development of cultural tourism, such as festivals, events, and cultural tours, to showcase the unique cultural and artistic offerings of the Harvey Region.
- Investing in the development of creative co-working spaces, such as shared studios and workspaces, to provide affordable and collaborative spaces for creatives to work and network.

Image credit: *Uncommon Creative*

SPOTLIGHT ON:

SAFEHAVEN STUDIOS

Location: Leschenault

When you combine an artist with an engineer, it's a hybrid game changer.

A rambling bush home and workshop in Leschenault is the creative home of one of Western Australia's most exciting large-scale, public art-producing couples.

Alex and Nic Mickle of Safehaven Studios continue to stun the community with their innovative approach to the creation of large-scale public sculpture and their highly respected collaboration and interpretation skills.

After months of community consultation, the pair's exciting works of art are created through traditional sculptural process, as well as blasting, 3D-laser scanning and cutting, welding and other industrial techniques.

In the Harvey Region, their towering 'Heart & Home' circular sculpture stands proud over Leschenault Estuary.

"I'm a big believer in using art for social change and to make people's lives better. People do things in the name of art that they would never do for any other reason and there is something very fulfilling about that."

Alex Mickle, Co-owner, Safehaven Studios

Image credit: *Shire of Harvey.*

Image credit: *Uncommon Creative*

NEW HORIZONS.

The Harvey Region offers locations for general industry, light industrial, general farming, intensive farming, and residential projects.

The following sites represent a sample of locations across the Region.

GENERAL INDUSTRIAL PRECINCTS

Kemerton Strategic Industrial Area
Selected by the Western Australian Government as a site for strategic and downstream processing industries in the South West, with links to the Bunbury Port by road, and land reserved for a future rail connection if required. Target industries include those processing the area's natural resources (silica sands, lithium, gas and other minerals), as well as other heavy industries.

- Location: Marriott Road, Wellesley, 17 kilometres north east of Bunbury and 12 kilometres north east of Australind.
- Site Size: Kemerton is the largest Strategic Industrial Area in the South West, comprising 2,025 hectares of Industrial Land, 293 hectares of Support Area and an Industry Buffer of 5,437 hectares.
- Leading Proponents:
    - Simcoa Operations,
    - Tronox,
    - BOC Gases,
    - Coogee Chemicals.

Harvey Industrial Precinct
Contains properties which are zoned both "general industry" and "light and service industry", adjacent to the Harvey townsite.

- Location: Abberton Way, Harvey. Located off South Western Highway.
- Site Size: Majority of the precinct has already been developed.
- Leading Proponents:
    - Harvey Water,
    - Dwyer Engineering and Construction,
    - Havcon Engineering,
    - Roesner PTY Ltd,
    - JLV Industries.

Brunswick Industrial Precinct
Consists of both "general industry" and "light and service industry" zoned properties, adjacent to the Brunswick townsite.

- Location: Clustered in a corridor running along South Western Highway south of the George Avenue intersection, Brunswick.
- Site Size: Majority of the precinct has already been developed.
- Leading Proponents:
    - B&J Catalano,
    - Carbone Bros,
    - BES Electrical Solutions,
    - BRM Engineering.

LIGHT INDUSTRIAL PRECINCTS

Australind Light Industrial Precinct

- The purpose of this light industrial development is to service a range of industries, including manufacturing, logistics, warehousing, construction, and related services. Its prime location, close to all transport modes, will provide fast and efficient access to local, national and international markets.
- Location: North of Ditchingham Place, Australind and east of Piggott Drive, Australind.
- Site Size: 17.5 hectares
- Leading Proponents:
    - MJB Industries,
    - Australind Premix,
    - JAK Civil,
    - Treendale Self Storage,
    - Australind Automotive Centre,
    - Australind Landscaping Supplies.

Australind Light Industrial Precinct Extension

- An extension of the existing Australind Light Industrial Precinct, including 38 light industrial lots.
- Location:
- Site Size: 19.75 hectares
- Leading Proponents:
    - Ascot Capital.

Yarloop Industrial Precinct

A small industrial precinct is located strategically on Johnson Road, off South Western Highway in Yarloop.

- Location: Lots 9 – 19, 400 and 4636 Johnston Road, and 60 Francklyn Road, Yarloop
- Site Size: 59.82 hectares.
- Leading Proponents:
    - Yarloop Tractor Repairs.
    - Charles Hull Contracting.

Image credit: *Uncommon Creative.*

COMMERCIAL PRECINCTS

Treendale District Centre
The Treendale District Centre development comprises urban development with residential, hospitality, health, retail, tourism, mixed use and recreation use.

- Location: Grand Entrance, Treendale.
- Site Size: Approximately 20,000 square metres of leaseable floor space (including developed and undeveloped lots).
- Leading Proponents:
    - Treendale Farm Hotel,
    - Treendale Shopping Centre.
- Potential Market Opportunities:
    - Retail,
    - Commercial,
    - Hospitality,
    - Offices,
    - Showrooms.

Australind Neighbourhood Centre
The Australind Neighbourhood Centre development comprises urban development with residential, retail, hospitality, health and recreation use.

- Location: Paris Road, Australind.
- Site Size: Approximately 11,500 square metres.
- Leading Proponents:
    - The Village Shopping Centre .

Kingston Local Centre
Kingston Neighbourhood Centre presents numerous opportunities, including Lot 9020 Leisure Drive within Kingston Estate.

- Location: Lot 9020 Leisure Drive, Kingston.
- Site Size: 4500 square metres.
- Potential Market Opportunities:
    - Mixed use development. Note, no land availability presently.

Treendale Local Centre
Treendale's Local Centre provides for retail and commercial development.

- Location: East and west of The Boulevard, north of Quartz Drive, Treendale.
- Site Size: 4500 square metres.
- Leading Proponents
    - Treendale Pet Medical.
- Potential Market Opportunities:
    - Retail and commercial opportunities.

Other Precincts

- Harvey's central business district (CBD) also contains a vibrant neighborhood centre with retail and other properties located along Uduc Road, Hayward Street, Harper Street, Becher Street and Gibbs Street.
- Small retail areas can also be found in Binningup, Brunswick, Roelands, Cookernup, and Yarloop.

Image credit: *Uncommon Creative.*

Image credit: *Bianca Turri.*

RESIDENTIAL PRECINCTS

Fiveight Binningup
The Fiveight Binningup subdivision will deliver around 1,040 new homes over a staged 20–30-year program. Fiveight has already released and sold the first nine residential lots at 64 Valentine Road within Lakewood Shores. Further land releases are planned once approvals and infrastructure works are in place. The development will roll out progressively, with the first larger stages anticipated in the coming few years depending on access and servicing.

Treendale South - Treendale Riverside
The Treendale South (Treendale Riverside) development covers 59 hectares between Treendale and the Collie River, overlooking the Collie River Foreshore Reserve. It is primarily a residential project, with opportunities for recreation facilities alongside housing. Some lots have already been released and sold, with further stages expected to follow as the estate expands. The site is bounded by Quartz Road with The Boulevard running through its centre. The estimated population of this subdivision is 2,000.

Treendale East
The Treendale East Local Structure Plan (188.5 hectares) is strategically located between Forrest Highway, Raymond Road and the Wilman Wadandi Highway. It provides for approximately 2,200 new homes supported by commercial, community and recreational facilities, creating a significant new growth area for the Shire. The plan establishes frameworks for infrastructure, transport, water and bushfire management but a detailed staging schedule for housing releases has not been outlined. The Western Australian Planning Commission approved the Structure Plan in November 2025.

Treendale Road
The Treendale Road development is a proposed 429 hectare rural residential project. It would create 124 rural residential lots, each at least one hectare in size, and is expected to accommodate approximately 323 people. The site is located south of Raymond Road, between the Wilman Wadandi Highway and the South Western Highway, with a small pocket of land situated between the Wilman Wadandi Highway and the existing Meadow Landings subdivision. The development is planned to be delivered across three stages. The layout also includes open space buffers between the residential lots and the Collie River.

Other
To view the latest and previously approved structure plans, visit:
https://www.harvey.wa.gov.au/build-and-develop/planning/planning-framework-documents

SPOTLIGHT ON:

FIVEIGHT

Location: Binningup

Fiveight are property revitalists with a passion for place, developing landmark projects that celebrate the best of Australia.

Owned by Tattarang, their model is based on the strategic ownership of assets with the prospective to generate returns and also benefit the communities around them.

Amongst other market-leading projects they have invested in a strategically located 220 hectare greenfield coastal site in Binningup.

Featuring 2.2 kilometres of beach frontage overlooking the Indian Ocean, the site has potential to be developed for a mix of residential, retail and leisure uses to create a much-demanded socially-connected community.

Image credit: *Bianca Turri.*

GENERAL AND INTENSIVE AGRICULTURE

If you're interested in agriculture, there are significant areas of undeveloped or under-utilised land throughout the Harvey Region that provide enormous potential for primary production, through establishment, intensification, or diversification of activities. To protect our highly productive agriculture land there is a substantial difference in the development capability of land in Rural Farming compared to the more restricted Priority Agriculture zones.

 Image credit: *Bianca Turri.*

PLANNING

Investment opportunities in precincts and land development include residential and serviced apartment development sites, and retail and commercial leasing opportunities. In addition, there is a new sustainable residential community expected to attract over a thousand new residents, as well as age-friendly housing and support services in Brunswick and Australind.

New Local Planning Scheme
In 2024, the Shire of Harvey implemented a new planning scheme that works towards achieving sustained and diversified economic development, balanced growth, building and maintaining infrastructure capacity, heritage and environment conservation, and strengthening of local community development.

Heritage Focus
The Harvey Region has a strong focus on heritage protection and development. The Shire's Local Heritage Survey lists approximately 235 places considered to be of heritage significance. The Shire also has a Local Planning Policy for Heritage Places to guide and support the assessment of development applications. Preparation of a Heritage List is progressing and will be followed by a review of the Local Heritage Survey to update records and identify and consider the inclusion of new places.

Native Title
When planning for urban growth and development, native title is an important consideration. The recognised traditional owners for the Shire of Harvey LGA are the Gnaala Karla Booja, one of the six groups collectively recognised as the Noongar traditional owners of the South West under the *South West Native Title Settlement*.

Working From Home
The Harvey Region's liveability makes it an ideal place to work or operate a home-based business. Advances in information and communications technology and connectivity mean that remote working is no longer a barrier to workflow or productivity, and the Harvey Region is the perfect place to experience its benefits.

Accessibility
The Shire of Harvey has an ongoing aspiration to becoming the most accessible community in regional Western Australia. The *Access and Inclusion Plan - Even Better, Together 2021-2026* is the first part of the Shire's road map in reaching towards that vision. As the Shire embark on this journey, working with community plays an important role in collaboratively shaping an accessible and inclusive future for everyone.

THE FIVE-MINUTE LIFE AWAITS.

If you're looking for a place to live that offers the perfect balance of urban and rural living, the Harvey Region is the place for you. Situated just a stone's throw away from the City of Bunbury, the Harvey Region provides an exciting blend of the historic and the contemporary, with a tranquil coastline and undulating countryside all on your doorstep.

One of the key factors that make the Harvey Region a stand-out investment destination is its liveability. The thriving job market, strong sense of community, safe location, easy access to community services, and robust education pathways all contribute to making it a place where people can establish their small to medium business or major investment project while enjoying a relaxed lifestyle.

But it's not just the business opportunities that make the Harvey Region an appealing destination. As one of the most biodiverse locations in Australia, the Harvey Region boasts 42 kilometres of open coastline with beautiful beaches, coastal estuaries, freshwater rivers and lakes, jarrah forests, national parks, abundant wildlife and a Mediterranean climate. All this is within 10 to 30-minutes travel time from residential and business locations.

The Harvey Region's natural assets make it the perfect place to enjoy a healthy and active lifestyle, with a range of nature-based recreational activities such as beach-based sports, fishing, bushwalking, mountain biking (MTB), equestrian and golf on offer. And for those who prefer cultural and sporting pursuits, the region is home to a range of major events, including the Harvey Harvest Festival, Lost and Found Festival, Country Sounds Music and Arts Festival, South West Academy of Sport Albemarle Fun Run, and a variety of other adventure, sport, heritage, food, and wine events.

What's more, the Harvey Region offers some of the shortest journey-to-work times in the country, with the majority of people living within minutes of their work or school, and traffic congestion almost non-existent. This means you'll have more time to spend outdoors or integrating with the local community, improving your wellness, engagement and workplace productivity.

In addition to its lifestyle advantages, the Harvey Region supports quality infrastructure and services, including a major TAFE institute, more than 16 quality schooling options, a network of major and rural hospitals, as well as access to high calibre multipurpose services. And for sports lovers, the area offers more than 35 sporting grounds and facilities hosting netball, horse-riding, skateboarding, badminton, tennis, football and more.

So, why put up with unaffordability, limited outdoor options or the lack of time you can spend with your family because of bad traffic? In the Harvey Region, you'll find a place where you are five minutes from home, five minutes from being on the water, and five minutes from a nature reserve. Invest in a place you'll love to live in, and experience the perfect balance of urban and rural living in the Harvey Region.

Image credit: *Bianca Turri.*

NO RED TAPE ALLOWED.

We are home to industry-focused education institutions, a vocationally-skilled workforce and a growing hub of businesses with global reach. Business support services are readily available and make the decision to live and work in the Harvey Region the best one you ever made.

The Harvey Region offers an ideal destination for businesses looking to expand their operations. Boasting a supportive business environment, the area provides an array of resources and services to help companies start, grow, and succeed.

One of the key benefits of the Harvey Region is its stable workforce of close to 9,000, the third largest out of all LGAs in the South West, with successful career paths in a variety of industries that align with the area's strengths. Furthermore, the area has several education facilities, including Bunbury's Edith Cowan University and South West TAFE campuses in Bunbury and Harvey. Other organisations like BSW Connect, IPS, and Bunbury Geographe Chamber of Commerce and Industry, support businesses and provide authentic work-based and work-integrated experiential learning.

The Shire of Harvey is a proactive and strategic local government that fosters a "red carpet, not red tape" approach to encourage and assist new businesses and investors.

The Shire invests in new and existing infrastructure, supports business development initiatives, and promotes the Harvey Region to potential investors, skilled staff, and others with access to resources. They also work to create a place that is attractive to visit and live in, and ensure that the Harvey Region's economy is resilient to future change.

The Shire provides business support to help navigate government requirements and streamline access to new investment and business development opportunities. The Shire's Economic Development Officer and other members of their Sustainable Development team work with clients on a one-on-one basis to bring their investment or business to market sooner and more efficiently. We are also developing and continually expanding a Small Business Information Hub on our website to support local businesses.

The Harvey Region is a vibrant and growing business environment that's perfect for investors and entrepreneurs. Its focus on sustainable economic growth and strategic industries, along with its dedicated business facilitation services, make it an ideal place to invest, grow, and prosper. With its excellent education facilities and skilled workforce, the Harvey Region offers everything businesses need to take their operations to the next level.

Image credit: *Bianca Turri.*

GLOSSARY OF TERMS.

Australian Government's Long Term Emissions Reduction Plan	Australia's whole-of-economy Long-Term Emissions Reduction Plan to achieve net zero emissions by 2050.
Australia-United Free Trade Agreement	A preferential trade agreement between Australia and the United States modelled on the North American Free Trade Agreement.
AUSVEG	The prescribed peak industry body for the Australian vegetable & potato industries.
BSW Connect	Bunbury-based business consulting service.
Bunbury Geographe	The region of Australia's South West made up of the Shires of Dardanup, Harvey, Capel, Collie and Donnybrook Balingup.
Bunbury Geographe Chamber of Commerce and Industry	Bunbury-based business consulting service promoting and supporting businesses and economic development in the Bunbury Geographe Area.
Bunbury Outer Ring Road	A 24 kilometre, four lane high-standard road linking Forrest Highway to Bussell highway.
BunGeo	Bunbury Geographe.
Buy West, Eat Best	Food and drink products which have been grown, farmed, fished, processed, prepared and served in WA.
CBD	Central Business District.
CO2	Carbon dioxide.
Coles	An Australian supermarket, retail and consumer services chain.
Dairy Code of Conduct	The dairy code regulates conduct between dairy farmers and milk processors
ECU	Edith Cowan University.
Food Innovation Precinct Western Australia	FIPWA is Western Australia's first centre of agri-food innovation excellence, an ecosystem of research and development.
Geographe Wine Region	A wine-growing region in Western Australia that extends from Harvey in the north, southwards through Capel to Busselton and eastwards to encompass Donnybrook and Ferguson Valley.
Gnaala Karla Booja	The Gnaala Karla Boodja region refers to the Noongar language or dialectical groups of the Bindjareb/Pinjarup, Wilman and Ganeang. The Gnaala Karla Booja region encompasses the towns of Capel, Donnybrook, Balingup, Wickepin, Narrogin, Williams, Mundijong, Kwinana, Brookton, Pingelly, Wagin, Harvey, Collie, Pinjarra, Mandurah and Boddington.
Greater Bunbury Area	This Greater Bunbury Area stretches from Lake Preston in the north, Peppermint Grove Beach in the south, eastwards to Darling Scarp, and covers the City of Bunbury and the shires of Harvey, Dardanup and Capel.
GSP	Generalised System of Preferences.
Hydrogen Valley	A defined geographical area where hydrogen serves more than one end sector or application in mobility, industry and energy.
IGA	Independent Grocers Alliance; an Australian chain of supermarkets.
IPS	A certified majority Indigenous-owned company delivering innovative and focused consulting services across Australia.
LGA	Local Government Area.
Lions Club of Australia	An international non-political service organisation that fosters leadership and business skills.
MTB	Mountain bike; a bicycle designed for off-road cycling.
National Farmers Federation	An Australian non-profit membership–based organisation that represents farmers and the agricultural sector in Australia.
Noongar	Aboriginal Australian peoples from the south west corner of Western Australia.
NSW	New South Wales.
Port Lincoln Ringneck	A parrot native to Australia.
R&D	Research and development.
Ramsar Convention of 1971	The Ramsar Convention encourages the designation of sites containing representative, rare or unique wetlands, or wetlands that are important for conserving biological diversity.
Shire of Harvey (or The Shire)	The local government organisation that operates within the Shire of Harvey LGA.
Shire of Harvey LGA	The geographic area covered by the Shire of Harvey local government area.
SIA	Strategic Industrial Area.
South West	The region of Western Australia made up of the Shires of Augusta-Margaret River, Boyup Brook, Bridgetown-Greenbushes, Capel, Collie, Dardanup, Donnybrook-Balingup, Harvey, Manjimup, and Nannup, and the Cities of Bunbury and Busselton.

GLOSSARY OF TERMS.

South West Designated Area Migration Agreement	An agreement between the South West and the Commonwealth which acts as a mechanism for South West Businesses to address workforce shortages and future workforce planning.
South West Development Commission	A statutory authority of the State Government with the purpose of making the South West an even better place to live, work and invest.
South West Irrigation Area	An irrigation area stretching from Pinjarra in the north to Busselton in the south.
South West Native Title Settlement	A landmark native title agreement negotiated between the Noongar people and the Western Australian Government that recognises the Noongar people as the traditional owners of the area.
TAFE	Technical and Further Education; government-owned institutions that provide vocational education.
Tree Change	A movement of people from cities to the countryside.
WA	Western Australia
Western Australian Good Food Guide	The definitive guide to eating and drinking in Western Australia.
Yarloop Town Development Plan	A Shire of Harvey Planning Framework document.

= Award-winning = Diversified = Sustainable

Image credit: *Bianca Turri.*

RESOURCES & REFERENCES.

Economic Development Resources

- REMPLAN
- Shire of Harvey Economic and Community ID
- Shire of Harvey Economic Development Strategy
- Shire of Harvey Intramaps

References and Background Resources

- ABC News
- Australian Bureau of Agricultural and Resources Economics and Sciences
- Australian Bureau of Statistics Census
- Australian Bureau of Statistics Value of renewble energy construction
- Australian Industry Standards – INDUSTRY OUTLOOK TRANSPORT AND LOGISTICS INDUSTRY REFERENCE COMMITTEE 2021
- Australian Trade and Investment Commission Industries & Technologies
- Australian Trade and Investment Commission Transition to net zero
- Cannon Logistics
- Creativity at the Crossroads? The creative industries in Western Australia
- CSIRO Growth Opportunities for Australian food and agribusiness
- Department of Agriculture, Fisheries and Forestry Outlook for Beef and Veal
- Department of Energy, Mines, Industry Regulation and Safety - Statistics Digest 2023-24
- Department of Jobs, Tourism, Science and Innovation - Annual Report 2024-25
- Department of Primary Industries and Regional Development - Dairy
- Department of Primary Industries and Regional Development - Situation analysis of horticulture in Western Australia 2022
- DPIRD RESEARCH UPDATE 2021
- Energy Storage News
- EY Renewable Energy Country Attractiveness Index (RECAI 60).
- Higher than Average Growth
- IBISWorld Road Freight Transport in Australia Report
- Shire of Harvey Local Planning Policy for Heritage Places
- Shire of Harvey Local Planning Scheme
- Harvey Region Tourism Road Map 2031
- Harvey Region Tourism Strategic Report 2021
- International Energy Agency, Trends in Photovoltaic Applications Report 2022.
- Listcorp ASX Metals & Mining Companies
- National Farmer's Federation & KPMG (2018). Talking 2030 – Growing Agriculture into a $100 Billion Industry.
- REIWA
- Reuters
- Shire of Harvey Corporate Business Plan 2020-2024.
- Shire of Harvey Economic Development Strategy 2020-2025.
- Shire of Harvey Economic Development Strategy - We Are Forward 2031
- SHIRE OF HARVEY MUNICIPAL HERITAGE INVENTORY REVIEW – 2014
- Shire of Harvey Strategic Community Plan 2017-2027.
- Shire of Harvey Youth Strategy 2021-2026.
- State Tourism Satellite Account 2020-21
- The Australian Financial Review
- Tourism businesses in Australia: June 2016 to 2021
- Tourism Research Australia - Tourism Forecasts for Australia 2022 to 2027
- UNCTAD Commodities at a glance: Special issue on industrial hemp
- WA Creative Industries: An Economic Snapshot, 2019
- WA Government - Media Statements - WA Visitor Economy
- WA Government - Media Statements - Value of Horticulture to WA Economy
- WAFARMERS – Annual Report 2022
- Western Dairy - 2023/24 Annual Report
- Wine Australia - Geographe

Cover Image: Leschenault Estuary, Australind. Image Credit: Sean Scott.
Images provided by: Alcoa Australia, Bianca Turri, Brownes Dairy, Elle Dixon, Harvey Aboriginal Corporation, Harvey Beef, Haydn Jones, Tourist the Bus, Lake Preston Beef, Sean Scott, Shire of Harvey, Tourism Western Australia, Uncommon Creative and Vineyard 28.

Disclaimer
Information correct at June 2026 and subject to change. The authors have made every effort to ensure that the information contained in this publication is reliable but they make no guarantee of its accuracy and completeness and do not accept liability for any errors. Information may change at any time. The information in this prospectus is of a general nature and should be used as a guide only. The companies referred to in this publication are not an exhaustive list and do not comprise all companies located in the Harvey Region. Statements made within Case Studies are the opinions of the relevant businesses and do not necessarily reflect the opinions of the Shire of Harvey as an organisation.

© Copyright Shire of Harvey 2026.

Economic Development
Destination Harvey Region
Shire of Harvey

T: (08) 9729 0300
E: shire@harvey.wa.gov.au
W: harvey.wa.gov.au

Document available in different formats.