

Business Investment Prospectus

CITY OF ARMADALE | 2022-2024

come see us







Acknowledgement of Country

We acknowledge the Traditional Owners and Custodians of the land upon which we stand, work and play.

We acknowledge the Aboriginal People as the First Nations People and their connection to the land and waters, as the land and waters are a part of them; spiritually and culturally.

We acknowledge their ancestors, the Elders past and present, who have led the way for us to follow in their footsteps.

Message from the Mayor



The City's vision is for Armadale to have a diverse and sustainable economy with a wide array of jobs and investment opportunities. As a Strategic Metropolitan Centre and one of the fastest growth regions in the state and nationally, Armadale is firmly establishing itself as an investment hub in Perth.

In recent years, business and industrial growth in the region has surpassed expectations, providing ongoing opportunities and extensive scope for future development. Armadale is one of the few metropolitan local government areas with large tracts of affordable industrial land for development suitable for a broad range of industries and uses.

Kelmscott, Forrestdale, and South Armadale are key industrial business centres. The new South Forrestdale industrial area on Rowley Road and Tonkin Highway is a key strategic industrial expansion zone in the southern metropolitan area.

Importantly, Rowley Road is an integral part of the future Perth Freight Network, and is a vital link in connecting South Forrestdale and Forrestdale industrial business areas for the proposed Outer Harbour in Kwinana and Tonkin Highway.

Armadale's transformation into a Strategic Metropolitan Centre of choice is well underway with major investment and development taking place now in the region. Particularly in the city centre with multiple new infrastructure projects in the development pipeline.

These include a brand new Courthouse and Police Complex and a major inner-city TAFE campus. Additionally, the Armadale Train Station will be

transformed as part of the WA Government's railway extension to Byford which is part of the largest transport infrastructure project in recent years.

Armadale has much to offer for new and established businesses looking to prosper looking for strong transport linkages and easy access via major road and rail networks. Furthermore, the region continues to exceed state and national population growth forecasts providing affordable industrial and commercial land opportunities, as well as an enviable semi-rural lifestyle attracting a diverse workforce. Key industries, such as health care and social assistance, retail trade, education and training, and building and construction, are significant contributors to the region's economy. Emerging industries, such as manufacturing and tourism, are diversifying the economy and creating future investment opportunities.

We are committed to stimulating, attracting, and maintaining business activity, investment and employment within the Armadale region. The City of Armadale plays an important role in creating an environment conducive to economic growth through regulation, facilitation of collaborative relationships, and advocating on the community's behalf to both State and Federal Governments.

By leveraging on current investment levels, the City has a strong focus on transforming its city centre.

Come see us.

Cr Ruth Butterfield
Mayor

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Six Reasons to Invest in Armadale



A rapidly growing population

The population growth of Armadale has exceeded state and national growth for almost 10 years. This has attracted both public and private investment in the region, resulting in improved amenities and infrastructure. Growth is predicted to continue for at least the next 20 years with an estimated population of more than 150,000 residents.



Strategic Metropolitan Centre

The WA Planning Commission recognises Armadale as a Strategic Metropolitan Centre under its State Planning Policy 4.2 Activity Centres for Perth and Peel. In addition, Armadale City Centre is a designated Strategic Metropolitan Centre in the State Government's metropolitan plan Directions 2031 and Beyond. Strategic Metropolitan Centres status encourages government investment, and advances development opportunities for the area.



Strong transport linkages

Less than a 30 minute drive from the Perth CBD, the Domestic and International Airports and major shipping ports of Fremantle and Kwinana, the Armadale City Centre is conveniently located at the crossroads of the Albany and South Western Highways, and Armadale Road. It is easily accessible by major transport infrastructure, including road and rail networks.

In addition, the Armadale railway line is being extended 8km south to Byford. This multimillion dollar project includes a brand new Armadale Train Station and the removal of several level crossings to ease traffic and improve connectivity.



Accessible and affordable commercial, residential and industrial land

Armadale is an extremely affordable place for business or to establish a home. Unlike many areas with limited commercial and industrial land preventing the expansion of local businesses and new investment, Armadale has a diverse range of land offerings available for both residential and industrial development.

Affordable housing prices in Armadale that fall below the greater Perth average, provide competitive and attractive property options close to Perth CBD.



Diverse workforce

From trades to professional services and management positions, resident workers are engaged at all occupation levels. In addition to this, Armadale's key employers are in the health care and social assistance industry, retail, education and construction.

Armadale's position as the Strategic Metropolitan Centre for the south-east region gives it a competitive advantage in its role as a primary employment centre.

The changing demographics of Armadale have seen people from a diverse range of backgrounds, ages, and life stages move into the community.



Semi-rural hills lifestyle

As a modern city centre nestled amongst scenic parks, hills and picturesque valleys, the City of Armadale takes pride in its cultural heritage and unique community feel.

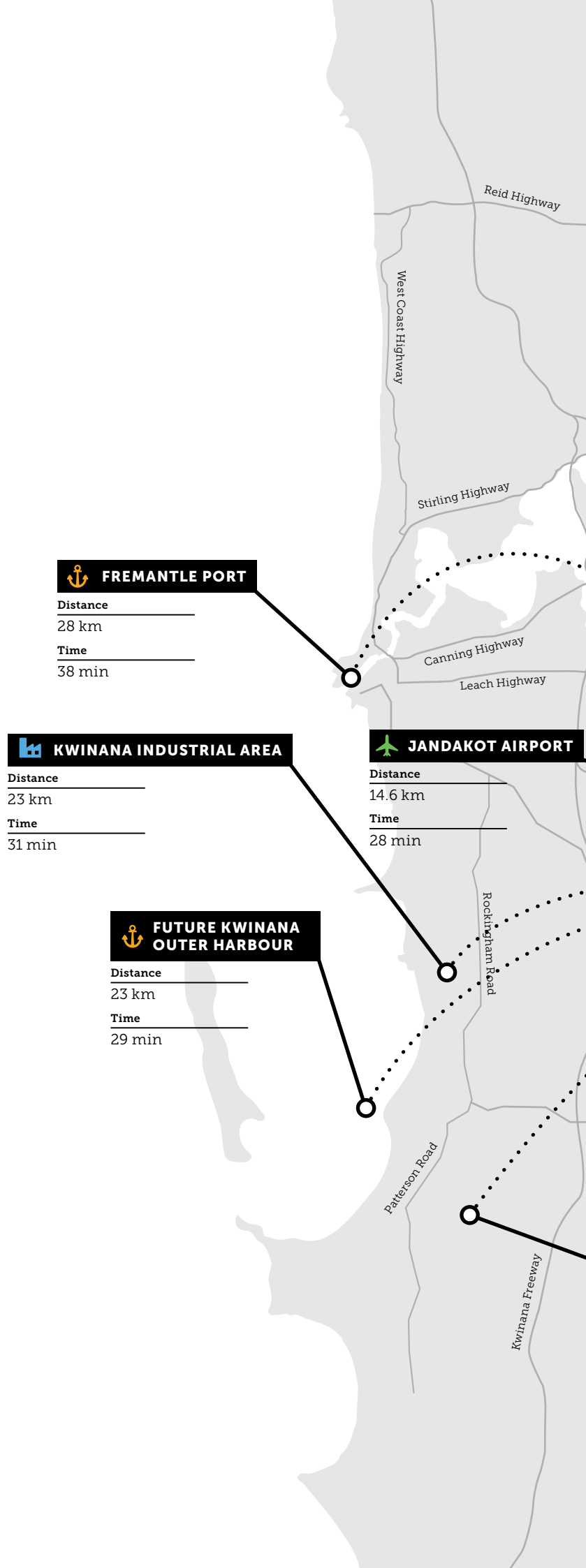
The City's semi-rural hills lifestyle has wide appeal and provides an important pillar for future investment attraction, particularly efforts to attract a greater diversity of professional workers and businesses to the area.

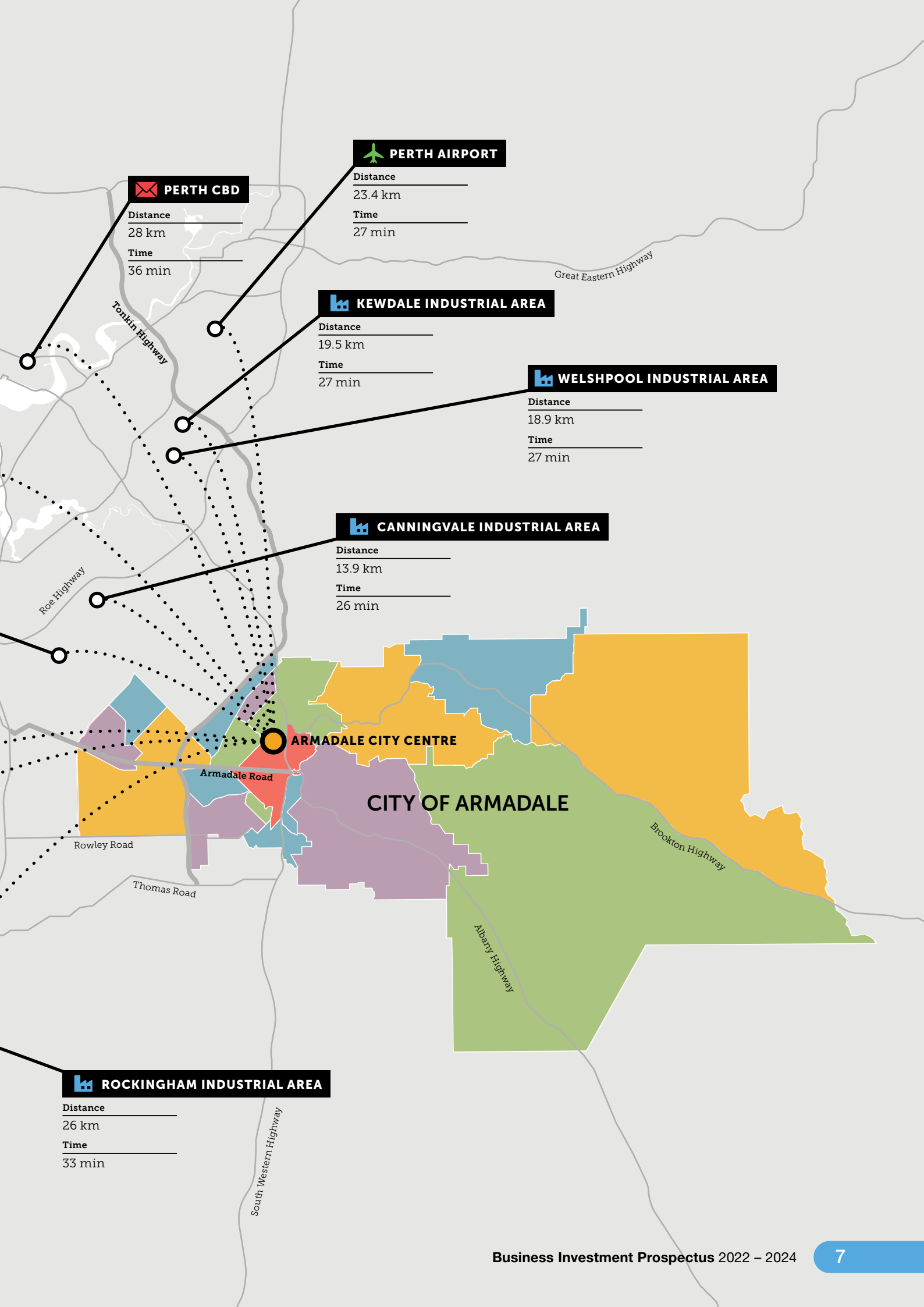
Location

As the designated Strategic Metropolitan Centre for the southeast metropolitan region, Armadale not only provides services and amenities to a diverse population of 96,128, but also provides a full range of economic and community services as capital of the surrounding region. The regional South East Corridor population is expected to grow to 500,000 by 2040.

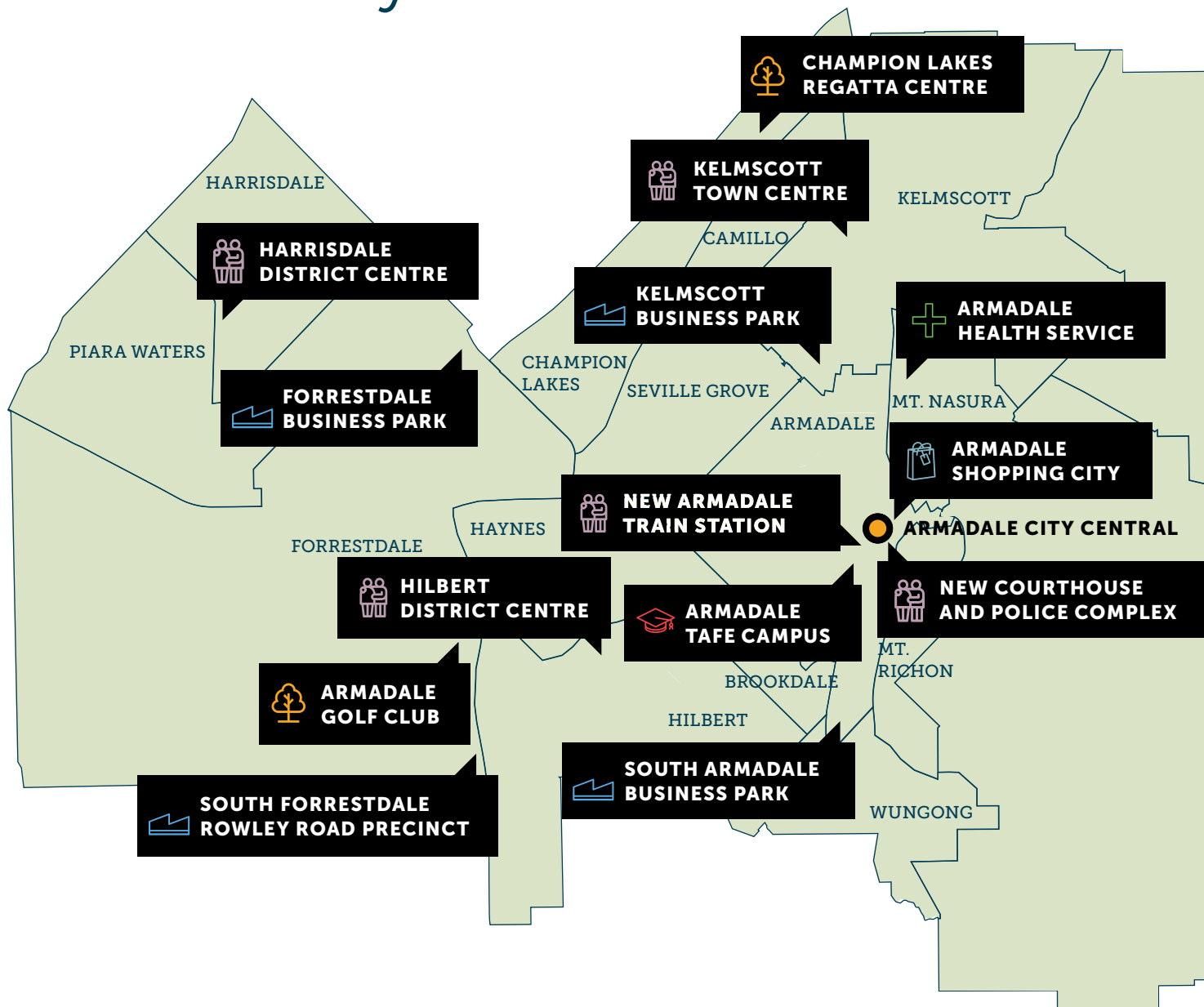
The City of Armadale local government area covers over 560 square kilometres, consisting of 19 suburbs and localities. Only 28 kilometres from the Perth CBD, the Armadale City Centre is conveniently located along Albany and South Western Highways, and Armadale Road, and is directly linked to Perth CBD via the metropolitan rail network and the Tonkin Highway and Kwinana Freeway.

This growing region is in close proximity to key economic infrastructure, including Perth and Jandakot Airports, Kewdale, Canning Vale and Welshpool industrial areas, and the proposed Outer Harbour in Kwinana.





Economic and Community Anchors



Tourism & Leisure



Major Retail



Health Care and Social Assistance



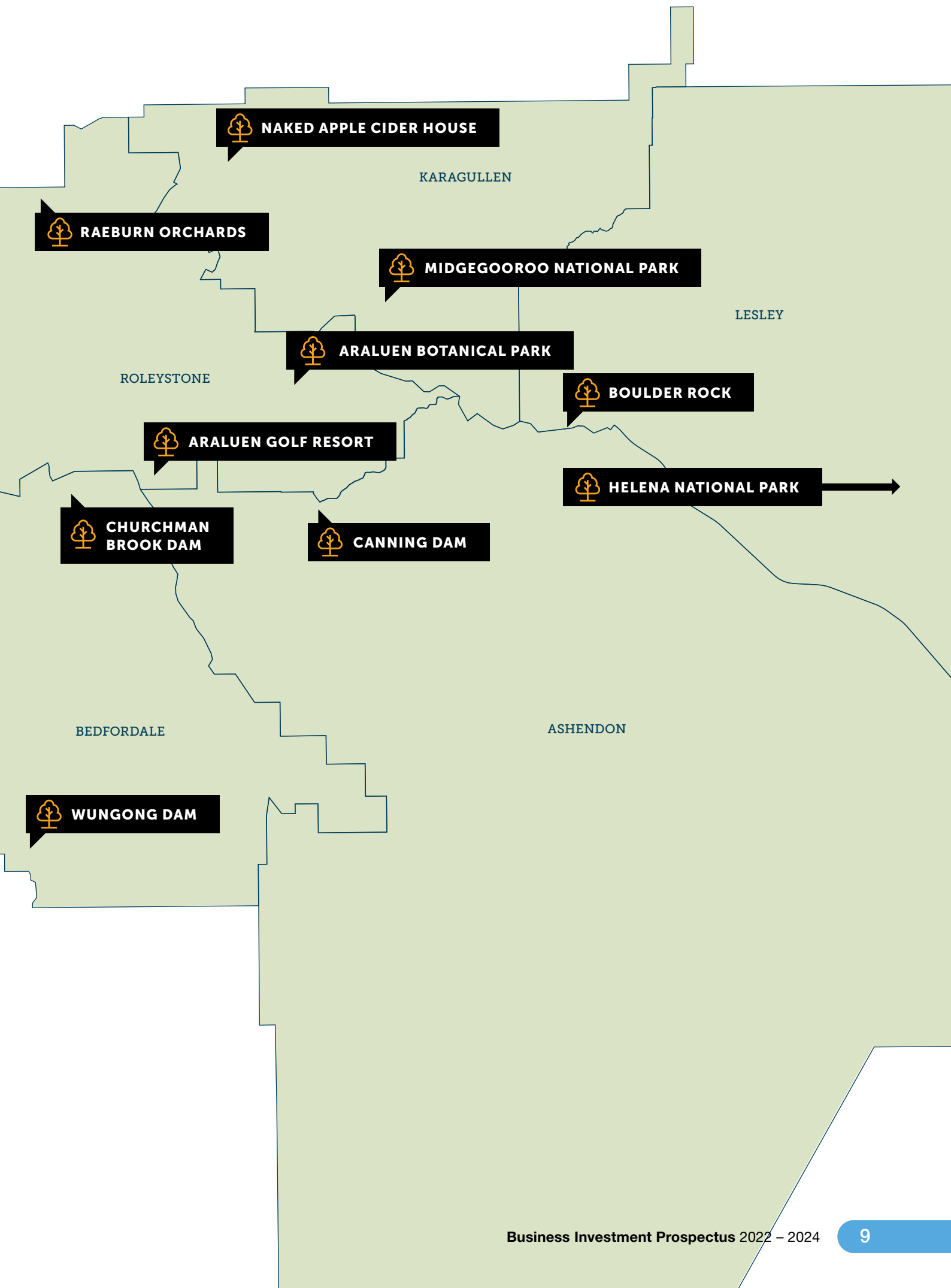
Business Park



Education & Training



Community



What a Growing Local Government Area Looks Like



Population

96,128
(ERP 2021)

Population Growth

3.4%
(2019–2020)

Over double the state
and nation's growth rates.

Population Growth Hotspots (2019–2020)

8.3%

Piara Waters

18.3%

Hilbert

22.4%

Haynes

Developments

**\$568+
million**

More than \$568 million of building
projects were approved by the
City of Armadale in 2021.



Employment by Industry (2020/21)

15.0%

Education and Training

14.8%

Manufacturing

14.8%

Health Care and Social Assistance



Future Population

150,000+

Population Growth is predicted to continue into the future, reaching over 150,000 people by 2041.



Gross Regional Product (GRP)

\$3.5 billion

(2021)

GRP increase

7.8%

GRP increased by 7.8% from 2020 vs. WA's 2.1% increase during the same period.



Emerging Industries

⬆️ **Tourism**
⬆️ **Manufacturing**



Businesses

5,145

Businesses in the City of Armadale.

Employment

12,684

jobs provided in the City of Armadale in 2021.



Economic Growth

The City of Armadale strives to achieve economic diversity and sustainability, and continued long term economic growth while upholding essential community, cultural, and environmental attributes intrinsically linked to the Armadale region's long term economic success.

In latest economic figures, Armadale's Gross Regional Product* (GRP) has grown 7.8% from June 2020 to June 2021. This is over three and a half times the rate of growth in WA (2.1%).

Armadale's GRP has significantly grown in recent years far exceeding the growth of Greater Perth, WA and Australia.

With a strong, diverse and resilient economy, there has never been a better time to invest in Armadale.

In latest economic figures, Armadale's GRP has grown 7.8% from June 2020 to June 2021. This is over three and a half times the rate of growth in WA (2.1%).



* Gross Regional Product (GRP) is a measure of size or net wealth generated by the local economy. Changes in this figure over time can represent changes in employment, productivity or the types of industries in the area.



Rossitor Pavilion

VALUE-ADD[†] TOP 5 INDUSTRIES

1. MANUFACTURING

\$547 million

2. CONSTRUCTION

\$323 million

3. HEALTH CARE & SOCIAL ASSISTANCE

\$310 million

4. EDUCATION & TRAINING

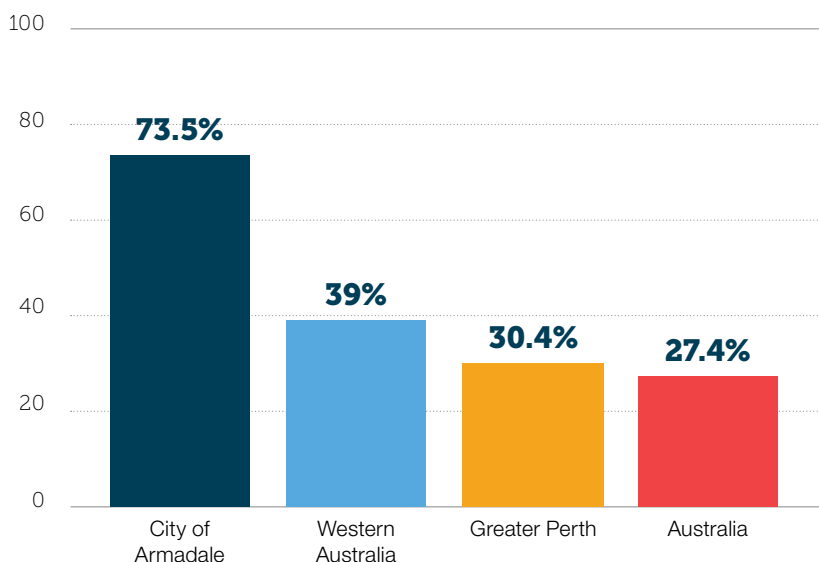
\$232 million

5. RETAIL TRADE

\$192 million

[†] Value-add by industry is an indicator of business productivity in the City of Armadale. It shows how productive each industry sector is at increasing the value of its inputs.

Ten year growth in Gross Regional Product





Beaver Tree Services

Industry and Workforce

The strength of Armadale's economy is based around its diverse workforce and growth in industries.

As new businesses and residents continue to move into the region, an abundance of opportunities arise for future growth and development.

Dominant industries such as health care, retail, education, construction, and manufacturing continue to flourish.

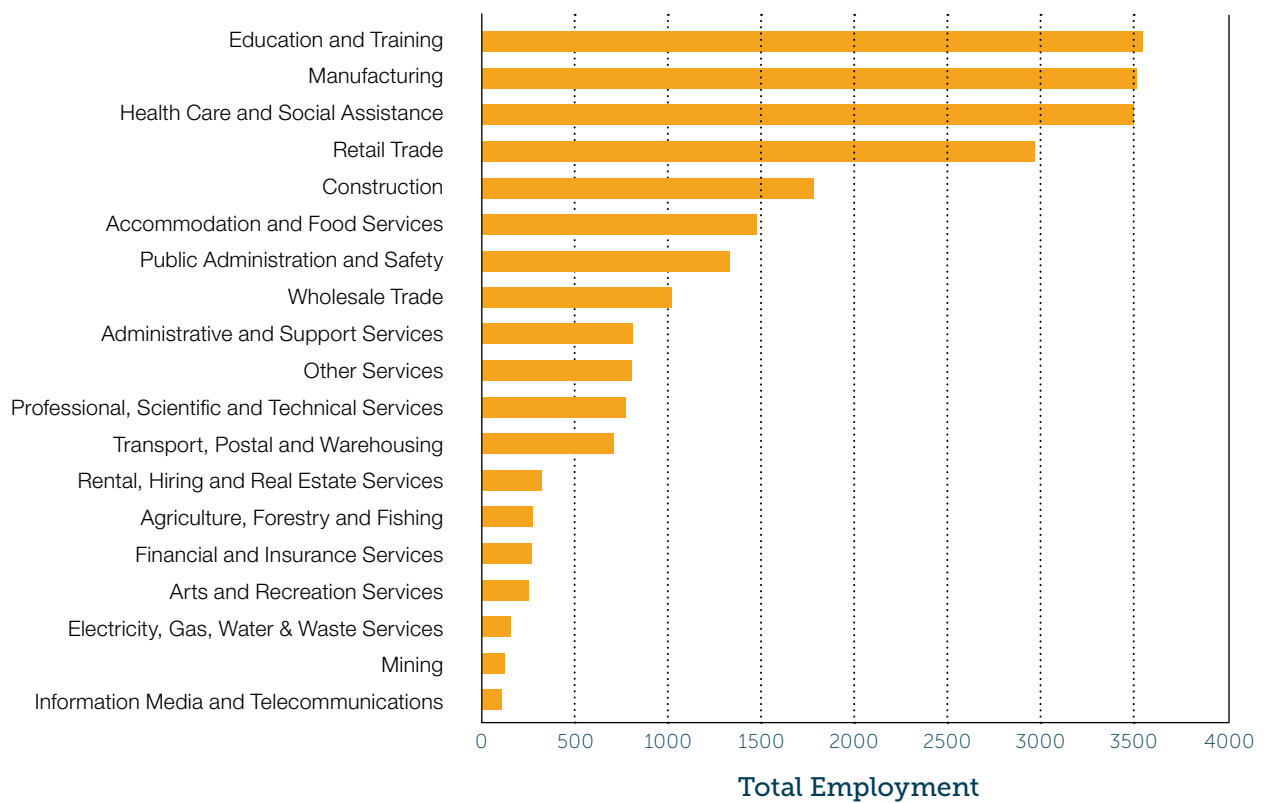
New industries are emerging, such as tourism, advanced manufacturing, and public administration, supported by the City's aspiration for its economy.

“Armadale in 2030 is home to a strong local economy with diverse employment opportunities. It is also a strategic hub for services such as health, education and training, that are well connected to other centres in Perth through good transport links.”

STRATEGIC COMMUNITY PLAN
2020–2030



Total Employment by Industry – 2020/21





Haynes Shopping Centre

Major Urban and Retail Centres

The City of Armadale is a major commercial and retail centre for the southeast metropolitan region. As one of the top industries in Armadale, the retail industry is vital to residents and local employment.

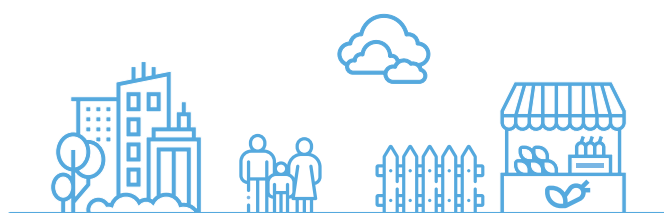
Armadale is home to a variety of opportunities. From multi-national companies to single owner/operators, business operators enjoy the retail opportunities throughout the southeast metropolitan region.

Opportunities:

- Piara Waters, Hilbert and Haynes are the top growing suburbs in Armadale with an increasing catchment of local residents.
- Kelmscott and Harrisdale are established District Centres with high projected future retail needs.
- Armadale City Centre transformation is taking place with major infrastructure projects underway including a new Armadale Train Station making it a desirable destination with two major shopping centres offering further retail opportunities.
- A fast growing population comes with increasing numbers of young people. This represents employment opportunities within the retail sector as businesses often require entry-level jobs suitable for local young residents.



Retail Trade is the fourth largest employing industry in the region offering 2,960 jobs in the area, this is 12.5% of all employing industries.





Shopping Precinct	Centre Type	Current Suburb Population 2022	Projected Suburb Population 2041	Approved Net Lettable Area (NLA m ²)	Projected Future Retail Needs to 2031 (NLA m ²)
Armadale City Centre (South)	Strategic Metropolitan Centre	8,252	10,118	60,261	100,000
Hilbert	District Centre	4,165	16,396	7,500	20,000
Harrisdale	District Centre	13,066	17,091	22,000	25,000
Kelmscott	District Centre	11,600	14,618	22,573	25,000
Haynes	Neighbourhood Centre	2,998	10,485	4,781	6,200
Piara Waters	Neighbourhood Centre	14,984	21,606	3,900	No change
Roleystone	Neighbourhood Centre	7,395	7,781	1,961	No change

Major Business Parks



Forrestdale and Crossroads Business Parks

The Forrestdale Business Park (FBP) is a 330ha site strategically located at the intersections of Tonkin Highway and Armadale Road offering clear access to Anketell Road and to the proposed new Outer Harbour in Kwinana. It comprises two areas; East (190 ha) and West (140 ha).

FBP West is a master planned industrial area managed by Development WA, the State Government's corporation responsible for developing industrial land to create jobs and help build the state's economic prosperity.

FBP East and West continues to attract increasing levels of commitment from business owners and investors looking to take advantage of the superior location and transport access of the industrial precinct.

In the last 10 years, \$380 million of development applications have been lodged. A variety of industries are establishing in the FBP including manufacturing, wholesale trade, construction, warehousing, retail trade, and professional scientific and technical services.

Opportunities exist now to build upon these industries and develop supplementing businesses.

Crossroads Industrial (41ha) forms part of Forrestdale Business Park West. It is one of Development WA's metropolitan industrial estates and the first delivered in the rapidly growing South East Corridor, as part of the State Government's Economic and Employment Lands Strategy. The estate is ideally located on the corner of Tonkin Highway and Ranford Road. Due to its convenient location and accessible transport links, the industrial estate poses great opportunities for transport and logistic companies.

Crossroads Industrial is fully serviced, including power, water, sewer, and access to broadband network, with opportunities to amalgamate lots. Join other successful businesses, such as Hitachi, Western Power, 7-Eleven, Crossroads Mechanical, Washworks, Mapel Building and many more.

For more information on Forrestdale Business Park and Crossroads Industrial, visit developmentwa.com.au.



South Armadale Business Park Area Extension

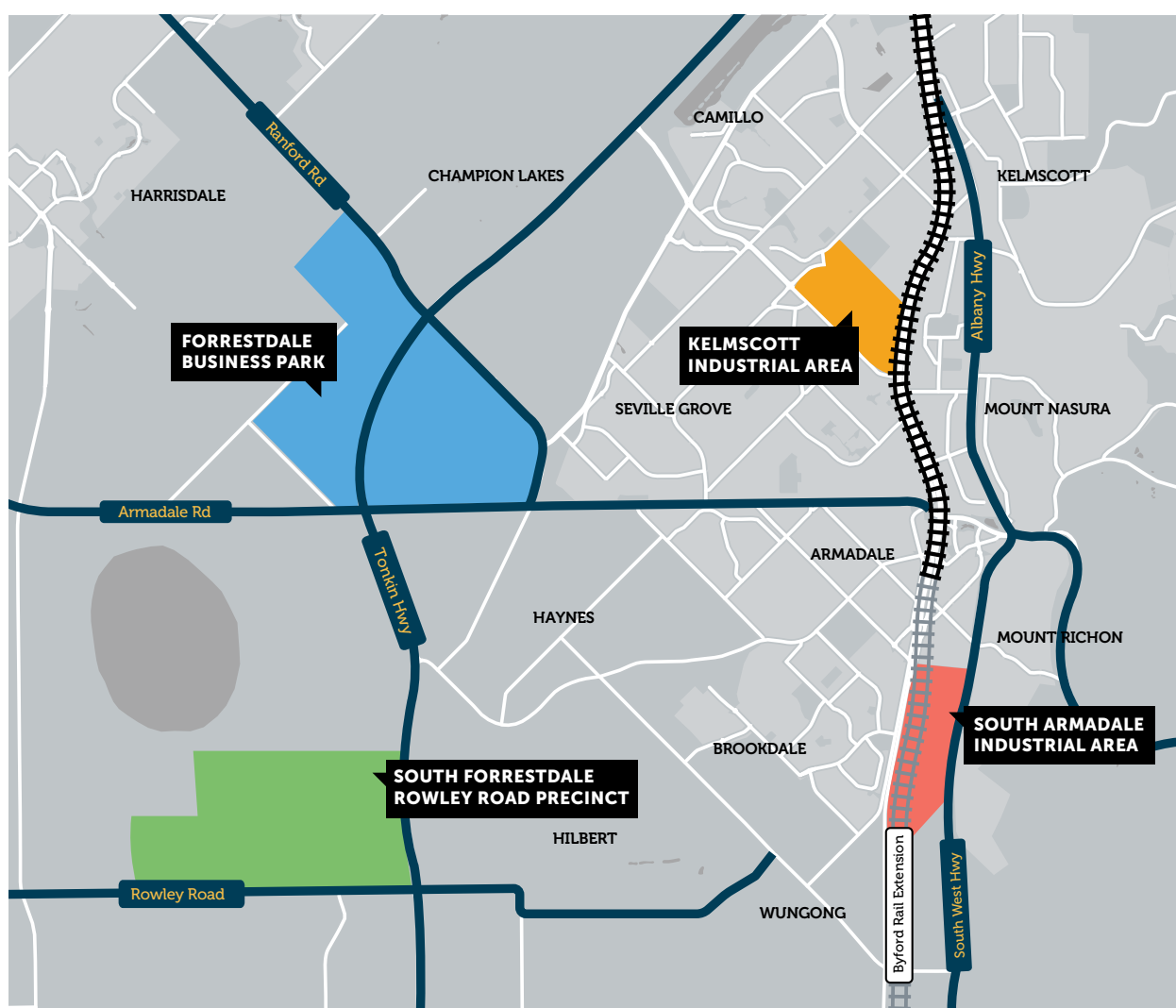
South Armadale is an 81ha light-industrial site. Transport linkages are adjacent to South Western Highway and easy access to Tonkin and Albany Highways.

South Forrestdale Rowley Road Business Park Area

South Forrestdale – Rowley Road Precinct has been identified as a key industrial expansion zone in the southern metropolitan area. It is a 354ha, strategic employment precinct, with proximity to freight network connections linking with the Proposed Westport (Outer Harbour), Western Trade Coast and Kewdale, and West Mundijong intermodal transfer facilities. The subdivision is commencing in late 2022.

Kelmscott Industrial Area

Kelmscott is an established, mixed-use semi-industrial area. It has good transport linkages and easy access to Albany Highway and the railway network.



Commercial land and property in Armadale is competitive compared to prices across the wider Perth market.

For the two years from July 2020 to June 2022, over \$895 million worth of projects were given building approval by the City of Armadale.



Minnowarra Park

Look Who is Already Investing

Property

- Satterley Property Group
- PEET Limited
- Cedar Woods
- Perron Group
- Lend Lease
- Urban Quarter
- Stockland
- PRM Property Group
- Stage Property
- O’Neil Real Estate

Industrial & Services

- Hitachi Construction Machinery
- Sherrin Rentals
- Western Power
- Beaver Tree Services
- Earthtrack Group
- Panasia Aluminium
- Tilling Timber
- GA Zimbulis & Sons

Construction

- Alita Construction
- Daly & Shaw Building
- Prada Construction

Industries of Opportunity



Health Care and Social Assistance

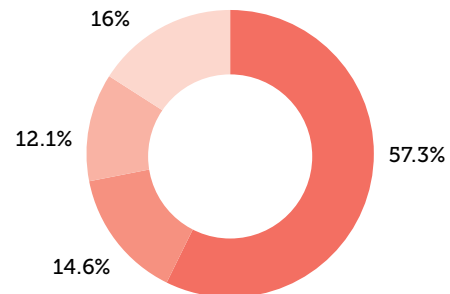


With a rapidly growing population comes increased demand for strong health care facilities. The City of Armadale has over 260 businesses operating in the health care and social assistance industry employing over 3,400 people. Businesses range from hospitals to medical services, residential care services and child care services.

The health care and social assistance industry in the City of Armadale generated \$470 million of output in 2020/21.

Strategic advantages:

- An established hospital servicing the southeast regional areas.
- A workforce with residents predominately employed in the health care and social assistance industry.
- Second largest employer in Armadale generating over 3,400 jobs.
- A large number of young adults and families moving into the region requiring access to health care services. The population of those aged 25 to 49 is expected to increase by 37% by 2041.
- An ageing cohort requiring medical care and facilities. By 2041, those aged 60 and over is expected to increase by 69% representing over 17.2% of the local population.



Healthcare and Social Assistance Output*

Hospitals	\$268.9 million
Medical and other Health Care Services	\$68.7 million
Residential Care Services	\$57 million
Social Assistance Services	\$74.8 million

* Output by industry is a gross measure of the total sales of each industry sector in the City of Armadale.

Medical and Health Precinct

The City of Armadale has adopted a new Advocacy Priorities Strategy to actively continue attracting investment to the region, with a particular focus on the Armadale City Centre. The establishment of a new Health and Medical Precinct is one of the top advocacy priorities.

Fast population growth provides opportunities to address urgent health care needs, increasing health service requirements, and provision of preventative services to address health risks, such as chronic disease and mental health, by reducing the reliance on attending the Armadale Hospital.

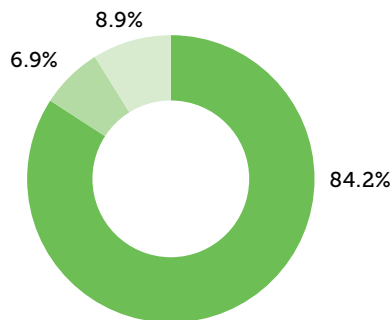
The City is working to attract the development of an inner-city Medical and Health Precinct to support the nearby hospital, create jobs, unlock underutilised land, and to increase the capacity of the Health system.

A range of possible services have been highlighted in consultation with key health service providers to address growing future needs.

Possible Services:

- Audiology
- Cancer screening
- Dental
- Developmental child behaviour
- Dietetics
- General practice
- Medi Hotel
- Occupational therapy
- Pathology
- Perinatal and infant care
- Pharmacy
- Psychology and counselling
- Radiology
- Speech pathology

Education and Training



Education and Training Output

Preschool and School Education	\$259.3 million
Tertiary Education	\$21.5 million
Adult Community and other Education	\$27.3 million

As more families and children move into Armadale, the demand for education and training will continue to increase. The education and training industry experienced some of the largest growth in employment over the last five years with 34% increase in jobs.

By 2041, Armadale's school-aged population is expected to increase by 11,470 (69%).

In 2020/21, the education and training industry in Armadale generated \$308 million output.

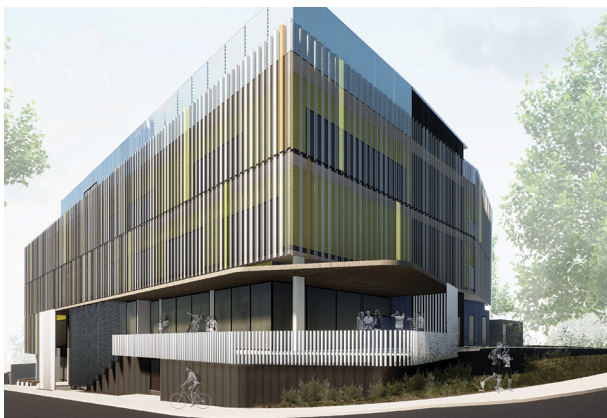
Strategic advantages:

- Growing population of children aged zero to 11. The zero to four age group estimated to become the largest age cohort (five-year age group) by 2041 representing 8.3% of the population.
- Over 15,000 primary and secondary students.
- A number of primary and secondary educational facilities, including 24 primary schools and 12 high schools.
- Over 8,000 tertiary and independent aged students.

Opportunities:

- A strong demand for tertiary education in the Armadale region.
- Commercial opportunities for supporting businesses to the education and training industry.
- Higher education development opportunities to service the growing youth population.

Armadale TAFE Campus



New Armadale TAFE Campus – Artist impression courtesy of the WA Department of Training and Workforce Development, 2022

A new \$33.8 million inner-city TAFE campus is underway.

Armadale has a high need for vocational training programs to provide pathways into long-term jobs. The construction of a purpose built state-of-the-art TAFE campus will boost student capacity, enhance training delivery, and be located within the Armadale City Centre.

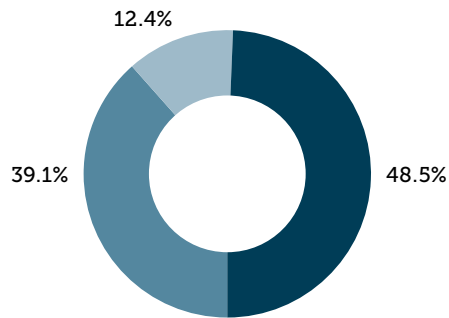
This new major development assists in increasing inner-city density by generating construction jobs and accommodating over 600 students, approximately 50 Full Time Employees on a daily basis upon completion. This density increase will directly support the local economy. The TAFE campus will provide an additional flow-on effect for indirect employment generated by supporting industries.

This contemporary new facility will have specialist training areas for logistics, information technology, cyber security, and emerging industries.

The project will increase learning opportunities in Armadale particularly in Childcare, Business Community Services, Mental Health and the Education field.

Training to commence at the campus in Semester 2, 2024.

Construction



Construction Output

Construction Services	\$577.4 million
Building Construction	\$449.8 million
Heavy and Civil Engineering Construction	\$142.5 million

The construction industry has boomed in recent years with projects ranging from housing to commercial developments, sporting facilities, and schools.

Fueled by recent population growth, the construction industry has generated \$1,170 million in 2020/21. The construction industry has the largest number of registered businesses in the City, representing 20% of local businesses.

The City of Armadale has a number of new and growing suburbs, including Piara Waters, Harrisdale, Haynes, and Hilbert, all of which are experiencing high demand for residential housing.

The City of Armadale's highly professional and skilled building staff won the Local Government – Best Practice Award for Master Builders Association of Western Australia Housing Awards 2020.

Strategic advantages:

- Rapidly increasing residential population, exceeding both state and national percentages.
- A number of industrial parks with large and affordable tracts of industrial land.
- Total building approvals for 2020/21 to the value of \$568 million.

Opportunities:

- Residential development in fast growing suburbs of Harrisdale, Piara Waters, Hilbert and Haynes.
- Commercial development available in the Business Parks of Forrestdale, Crossroads, Rowley Road Area, and South Armadale Area.



Emerging Industry Opportunities



Tourism and Arts

Tourism is an important growth market for Armadale. Perfectly positioned within Perth metropolitan area, stretching from new land estates on the coastal plains through the Perth Hills region to the Darling Scarp, it's easy to see the potential for tourism in the local economy.

In 2019/20, the total tourism and hospitality sales in the City of Armadale Local Government Area was \$103.9 million with a total value added of \$62.3 million despite the industry-crushing impacts of COVID-19. Tourism businesses and associated industries employ over 980 local people, equating to 1 in 20 jobs within the region. 68% of tourism-related employment sits within the retail, trade and accommodation sectors.

Armadale enjoys a diverse range of products and experiences, offering a strong base to continue building a compelling tourism offering, growing awareness, driving repeat visitation and attracting further investment in new activities, attractions, accommodation and amenities.

Tourism offerings

Tourism in Armadale caters for adventurous explorers, nature lovers, history buffs, culture lovers, family fun seekers, and foodies.

Nature

Significant choice of daytrip experiences – Bungendore Park, Armadale Settlers Common, Roley Pool Reserve, Forrestdale Lake, Araluen Botanic Park, Orchards, Canning River, Wungong Dam, Churchman Brook Dam, Champion Lakes Regatta Centre, Rediscover Armadale's Heritage Trees Trail.

Food and Produce

Raeburn Orchards, Naked Apple Cider, Roleystone Brewing Co, Seven Sins Perth Hills, Avocados Perth, Last Drop Elizabethan, McRobert Distillery, thriving coffee culture and cafes.

Arts and Culture

Armadale Hills Open Studio Arts Trail, numerous arts studios and galleries, proactive arts community, Bert Tyler Vintage Machinery Museum, ReDiscover Armadale Urban Art Trail, Minnawarra Park and Historic Precinct, Roleystone Theatre.

Strategic Advantages:

- Established natural environment tourism products, such as Araluen Botanic Park, Champion Lakes, Armadale Reptile and Wildlife Centre, various trail walks, and a myriad of restaurant choices.
- Reputable local historic attractions.
- Proximity to the Armadale City Centre.

- Excellent public transport links.
- Ambitious transformational plans for Armadale City Centre.
- The City's proactive collaboration with top tourism organisations such as Tourism Western Australia, Destination Perth, Tourism Council of WA, and Perth Hills Tourism Alliance.

Opportunities:

- Take advantage of locally skilled workforce.
- Expand upon established natural environment product with complementing and support tourism businesses.
- Develop experience-based tourism businesses.
- Capitalise on day-trip travellers within the state.
- Complement existing arts and cultural event programming.
- Take advantage of the growing experience economy, conscious buyer, and weekend wanderer tourism trends.

A thriving arts and culture sector

The acclaimed arts and culture scene in Armadale complements the emerging tourism industry. Increasing the arts and cultural activities in the area, will deliver positive economic flow on to the tourism industry.

Armadale has a vibrant and lively arts and cultural sector, with aspirations and commitments for growth over the coming years through the City of Armadale Arts and Culture Strategy.

The Perth Hills Armadale region is home to many renowned artists and proactive and engaged community arts organisations. This, along with strategic recruitment of well-known artists and industry experts has translated into Armadale gaining a respected reputation across the wider arts industry for high caliber arts programs.

Significant City arts programming that generates economic benefit and visitation to the area include the Armadale Arts Festival, Armadale Hills Open Studio Arts Trail, and Minnawarra Art Awards. These projects all featured highly acclaimed artists and arts professionals.

The City has a well-established annual events program which attract thousands of visitors to the region. Some of these events include Australia Day, Movies in the Park, Armadale Highland Gathering and the Perth Kilt Run, and Carols by Candlelight to name a few.

Manufacturing



Armadale has seen an increase in manufacturing businesses over the past couple of years. A number of businesses in the industrial area of Forrestdale Business Park are engaged in manufacturing activities, such as metal fabrication, polymer and rubber production, primary metal manufacturing, and wood manufacturing. The advanced manufacturing subset of this industry has been identified as a priority economic sector by the State Government to diversify the economy.

The manufacturing industry generated \$2,370 million in 2020/21, the largest output value of all industries in Armadale. This output grew by 36% from the previous year. There are 270 manufacturing businesses in Armadale employing 3,514 workers. Manufacturing is now the third largest employer in the region.

This industry has seen the largest employment growth in the past five years with a 63% increase.

Strategic Advantages:

- Large tracts of available, affordable industrial land.
- Growth in the advanced manufacturing industry.
- Excellent infrastructure links and proximity to major transport routes and markets.
- Skilled local workforce of over 3,514 working in the manufacturing industry.

Opportunities:

- Warehouse development opportunities in industrial areas of Forrestdale Business Park, Crossroads Industrial, Rowley Road Industrial Area, and South Armadale Industrial Area.
- Commercial opportunities for supporting businesses to the manufacturing industry.





Major Infrastructure and Advocacy Projects

Through its ambitious advocacy programs in recent years, the City of Armadale has secured State and Federal funding commitments to deliver major infrastructure projects. Such projects benefit the local community and residents further afield in the southern metropolitan region. These projects include:

Project Name	Budget	Status
Armadale Road upgrade	\$145m	Completed
Armadale Road bridge	\$237m	Completed
Denny Avenue level crossing removal	\$100.6m	Completed
Courthouse & Police Complex	\$86m	Expected completion in 2022
Western Power South Metropolitan Depot	\$23m	Expected completion in 2022
Armadale TAFE Campus	\$33.8m	Expected completion in 2024
Rail extension to Byford *	\$800m (est.)	Underway in 2023

* Grade separated rail crossing at Armadale Road and an elevated station at Armadale.

Western Power South Metro Depot, Forrestdale – Image courtesy of Western Power



Current Advocacy Priorities

The City's vision is for the region to be a desirable place for people to live, work, invest, study, and visit, offering high quality modern infrastructure, public transport links, and growing employment. To achieve this, the City of Armadale has adopted a new Advocacy Priorities Strategy that includes key major projects and alliances necessary to attract investment while accelerating development and growth.

The opportunity exists now for investors in Armadale to build on current State and Federal Government project commitments. With a new Courthouse and Police Complex under construction, the imminent redevelopment of the Armadale Railway Station, including the extension to Byford and a new inner-city TAFE campus; Armadale is transforming its city centre as a strategic destination. The city centre will be an active hub servicing its community with health and social services, education and training, legal and professional services, and other supporting facilities.

The availability of residential, commercial and industrial land means Armadale is well positioned to grow as a region over the coming decades. For the City to reach its full potential and for reinvigoration of the city centre, further public and private investment is essential.

The City of Armadale Advocacy Priorities include:

City Centre Priorities

Rejuvenation of the Armadale City Centre is one of the City's top advocacy priorities with a number of major transformational projects, including:

- Building new major multipurpose public spaces under the imminent elevated viaduct and new Armadale Railway Station.
- Redevelopment of the City's civic precinct into a modern and vibrant hub to become a focal point for residents, businesses, and visitors alike.
- Securing the construction of a new Medical and Health Precinct.

Community Priorities

- Constructing the new Armadale Regional Recreational Reserve. A major multi-sport facility of regional significance.
- Securing funding for the Indigenous Advancement Strategy Funding program from operations of the City's Champion Centre.
- Construction of the new Hilbert Library and Community Centre to support this fast growing community.
- Delivering community infrastructure projects, including park upgrades, road infrastructure, and path networks.



Disclaimer:

The information contained within this publication is considered to be correct at the time of printing September 2022. The information has been compiled with care, but no warranty, expressed or implied, is given to the accuracy, correctness or completeness of the information, or for any advice given, or omissions.

Readers relying on the content of this document do so entirely at their own risk and should seek their own independent investment advice and undertake such investigations as they see fit to enable them to come to their own conclusions.







Take advantage of a rapidly growing City.

For additional information regarding investment opportunities in the City of Armadale contact:

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CITY OF  **Armadale**