

*Alive with Business*



# Business Investment Prospectus

CITY OF  Armadale



## Message from the Premier of Western Australia

The Western Australian Government is proactive in

stimulating business growth. We are making substantial investments in the State's infrastructure to help secure jobs and create a sound future economy.

On 31 December 2011, the Government's Metropolitan Redevelopment Authority (MRA) commenced operations. MRA took responsibility from the former Armadale Redevelopment Authority for the planning, coordination and delivery of the Armadale and Wungong Urban metropolitan projects. The Armadale Land Redevelopment Committee was created to enable community and local government involvement in the development and delivery of the Armadale and Wungong Urban renewal projects.

Armadale is one of Western Australia's largest and most ambitious urban renewal projects. Earmarked as the eastern gateway to Perth, Armadale has emerged as an outstanding example of sustainable urban development with a number of contrasting precincts working together to create a vibrant, multi-dimensional place of civic, cultural and economic significance.

The 1592 hectare Armadale project area comprises of a complementary portfolio of six precincts (Champion Lakes, Forrestdale Business Park East, Forrestdale Business Park West, Champion Drive, Kelmescott and City West of Railway) to create a vibrant, multi-dimensional place of civic, cultural and economic significance.

Covering 1580 hectares of semi-rural land, the Wungong Urban project endeavours to provide innovative, environmentally focused methods, for dealing with water within an urban development. Upon completion, the area will provide approximately 16,000 residential lots, a town centre, new primary and secondary schools and significant public open space, parklands and sporting and recreational areas to provide for a new community in Perth's growing south-east corridor.

Ranging from residential to retail, commercial to industrial, the primary goals of the Armadale projects are employment provision and housing choice with a strong focus on environmental sustainability.

I congratulate the City of Armadale on the development of its Business Prospectus and wish the City continues its success in attracting, encouraging, and supporting business for Armadale.

**Colin Barnett MLA Premier**



## Message from the Mayor of the City of Armadale

For many years those who've lived in Armadale

have known how much it has to offer. We are blessed with natural beauty, the area has a strong history based on commercial growth, and we have an established yet continually growing community.

In recent years the rate of business and industrial growth in the City of Armadale has increased in leaps and bounds. Our growing residential community means that there will continue to be huge scope for further business, commercial and industry investment for many years to come.

Within WA's competitive market, Armadale can still offer relative value for money with land available for all manner of commercial investments.

It seems that the secret is out, new businesses are flocking to the City, and more and more are investigating the possibilities of moving to the region. As an outer Metropolitan Regional Centre, and with the Metropolitan Redevelopment Authority responsible for ongoing urban regeneration, the future potential of our commercial and industrial areas are enormous.

There are currently large tracts of land available for development, but these are selling fast. The opportunity to establish a business in a vibrant and continually growing and evolving community should not be missed. I have personally experienced just how easy it is to access all of the amenities your business needs when operating in the City of Armadale.

The City works hard to ensure the conditions for development and doing business in our community are as attractive as possible for investors, business owners and operators. We balance this with ensuring positive long term outcomes for our current and future residents. Our staff are happy to discuss planning and development opportunities and requirements and I encourage you to contact them.

**Mayor Henry Zelones JP**

# Alive with opportunities

The City of Armadale is located 28 kilometres to the southeast of the Perth CBD and is part of the Greater Perth region. The City is made up of 19 suburbs and covers an area of 560 square kilometres, more than half of which is made up of state forest rising up into the Darling Scarp. The Armadale City Centre is conveniently located at the crossroads of the Albany and South Western Highways and Armadale Road, and is directly linked to Perth CBD via the metropolitan rail network, Tonkin Highway and Kwinana Freeway (via Armadale Road).

Armadale's semi-rural hills lifestyle provides a unique selling point for our future investment attraction strategies. It is the backdrop to our rapid urbanisation which attracts diverse professional workers and businesses to the area. We have an established sense of community which offers a range of housing and lifestyle choices, particularly for young families.

## Location

- Only 30 minutes from the Perth CBD, the Domestic and International Airports and major shipping ports of Fremantle and Kwinana.
- Easily accessible by major transport infrastructure including road and rail networks.

## Work

- There are 3958 businesses which currently operate within the City, ranging from large multi-nationals to sole proprietors.
- There are 2651 micro-businesses in the City.
- There is a high level of self-sufficiency with more than half of all workers living within Armadale.

## Lifestyle

- As a modern city centre nestled amongst scenic parks, undulating hills and picturesque valleys, the City takes pride in its cultural heritage and unique community feel.
- The City is home to sporting facilities including the world class Champion Lakes Regatta Centre, nationally ranked Araluen Golf Course, Armadale Aquatic Centre and the Armadale Arena.
- The City boasts 221 reserves, including 68 with playground facilities for children and families.
- The Australia Day fireworks, Highland Gathering – the largest Scottish festival in WA – and the acclaimed Minnowarra Art Awards are just a few of the highlights of our arts and events portfolio.

# A Strategic Metropolitan Centre

“Strategic Metropolitan Centres are multi-purpose centres that provide a mix of retail, office, community, entertainment, residential and employment activities, and are well serviced by high-frequency public transport. The purpose of these centres is to provide a range of housing, services, facilities and activities necessary to support the communities within their catchments, thereby reducing the requirement for travel outside the catchment. This diversity will be a key component in developing the liveability of these centres.”

*Directions 2031 and Beyond*



*City of Armadale's Gross Regional Product was \$2 billion in 2012, growing 19.1% since 2011.*

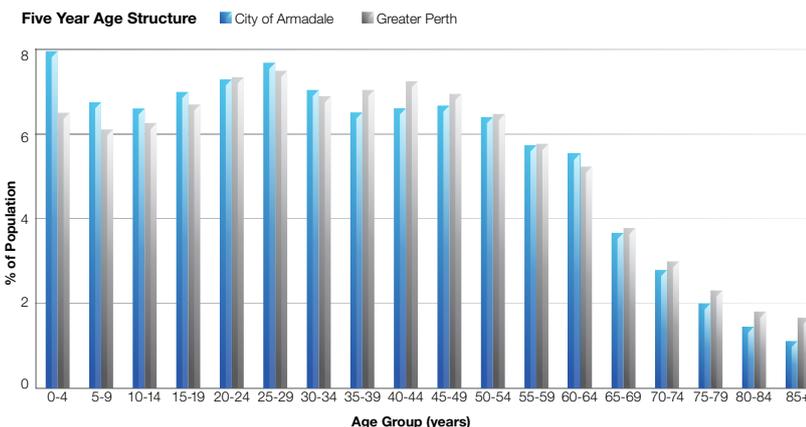
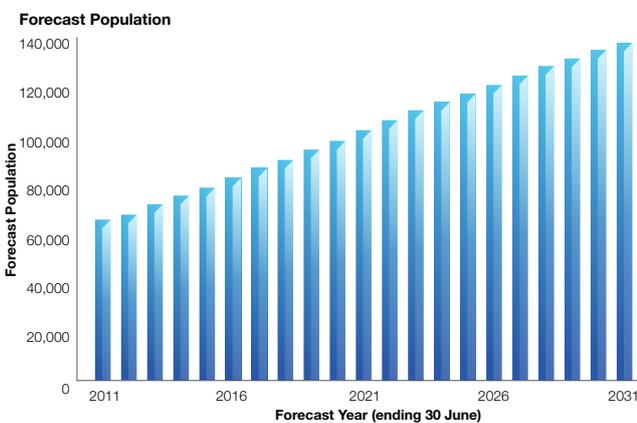
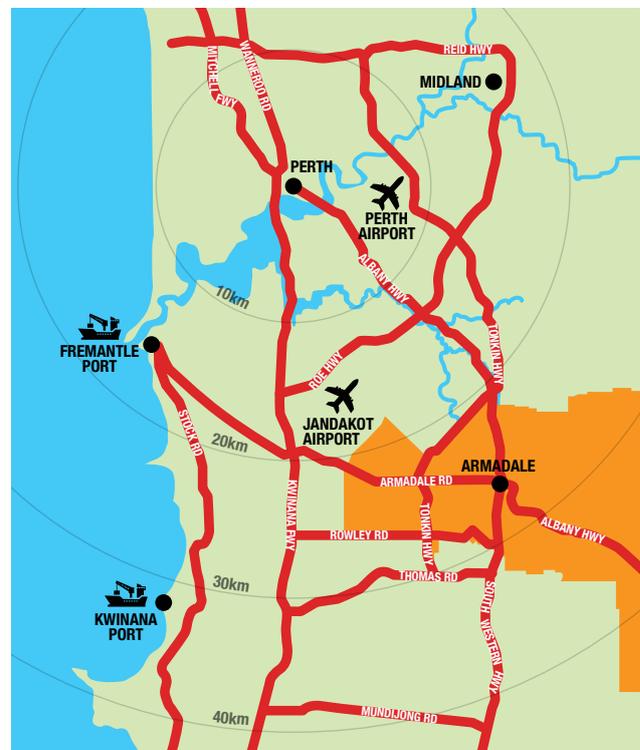


## Close to everything a thriving business needs

Location	Distance (km)*	Travel time (mins)*
Perth GPO	28	30
Kwinana Freeway (North & South)	15.5	17
Albany & South West Highway Intersection	1	2
Perth International Airport	26.5	27
Perth Domestic Airport	31	32
Kwinana Port Freight Terminal	31	27
Fremantle Port – North Quay Freight Terminal	36	37
Great Northern Highway	36	31

*\*Estimates from Armadale City Centre.*

The City of Armadale is one of the fastest growing regions in Western Australia. Our population grew to 71,238 in June 2013, comprising approximately 3.6% of the Greater Perth population. The Armadale City Centre is one of eight designated Strategic Metropolitan Centres in the State Government’s Metropolitan Plan, and is the primary centre of the south-east region of the metropolitan area.



# What's unique about us?

The City of Armadale offers a unique blend of attributes which makes it a City of opportunity and an emerging location of choice in which to work, live and invest.

*Armadale is one of the fastest growing regions in Australia.*



The City boasts:

- A healthy rate of recent and anticipated population growth, bringing with it a rapidly expanding labour force.
- An identifiable, attractive and truly “Armadale” lifestyle, characterised by a strong sense of community, culture and cohesion.
- Large tracts of industrial land available for development.
- Major retail and commercial centre for the south-east corridor of Perth.
- A superior location at the crossroads of the Albany and South Western Highways and Armadale Road and directly linked to Perth CBD and metropolitan area via the urban passenger rail network, Tonkin Highway and Kwinana Freeway.
- An established Strategic Metropolitan Centre providing a healthy mix of existing and planned retail, office, community, entertainment, residential and employment activities, well serviced by high-frequency public rail transport.

Tourism is a key industry in the Armadale region. We have a range of tourism experiences and opportunities including boutique accommodation, the natural beauty of the Darling Ranges, various dining options, wineries and much, much more.

- Araluen Botanic Park – A most beautiful and unique natural attraction, featuring magnificent native and exotics gardens, heritage structures, picnic areas, tourist train, and don’t forget the tulips.
- Araluen Golf Resort – Located in the Roleystone Hills, Araluen Golf Resort is regarded as one of the most picturesque, yet challenging golf courses in Australia.
- Champion Lakes Regatta Centre – WA’s only purpose built rowing facility, this international standard venue plays host to a variety rowing, triathlon and water based activities and events, including the Head of the River Rowing championships.
- Aboriginal Interpretive Centre – First of its kind in Perth and includes a 350 seat outdoor amphitheatre, interpretive walkway and aboriginal art.
- Orchards – Renowned for our orchards and fresh produce, highlighted by sensational summer stone fruits including cherries, apricots, peaches, plums and nectarines.
- Churchman Brook, Wungong and Canning Dams – Extensive bushwalking trails and spectacular floral displays in spring when the wildflowers are in full bloom.

# All the right connections

*WA's best kept secret is out and Armadale is now well and truly on the business map.*



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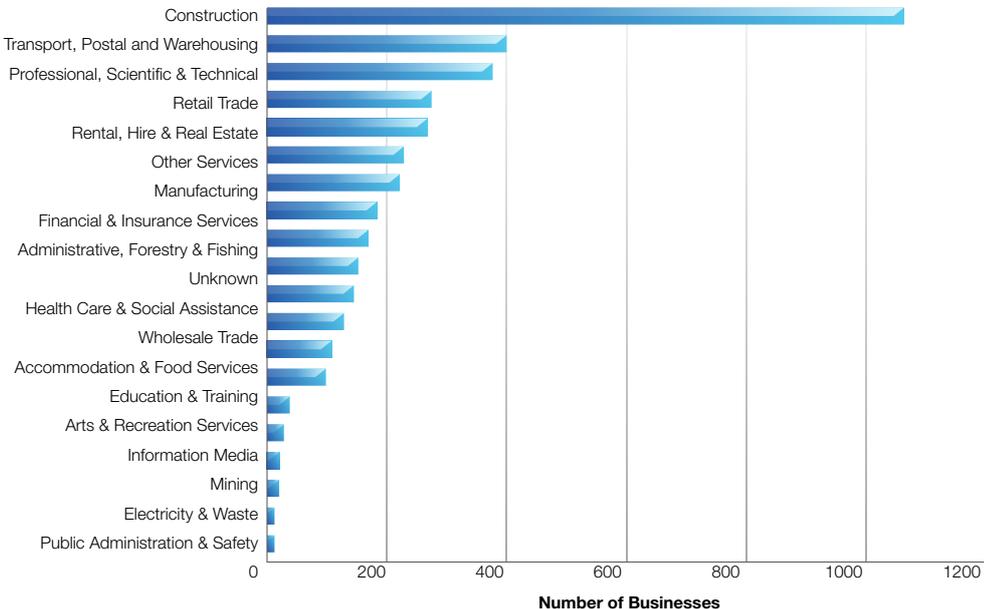
Commercial land and property in Armadale is extremely competitive when compared to prices across the wider Perth market. We consistently have opportunities for astute business operators to relocate or consolidate their operations into the region, making the City of Armadale a desirable place to do business.

**Over \$450 million worth of projects were given building approval by the City of Armadale** in the 12 month period for 2012/2013. This included approvals for 1579 dwellings and 244 commercial/industrial developments.

In terms of commercial building licenses and permits, that's a massive 162% increase from the previous year. Businesses and commercial investors are now seeing the range of benefits in locating their operations in Armadale.



**Business by Industry**



# A growing and diverse workforce

The City of Armadale is currently experiencing rapid population growth. Our current growth rate is averaging at 5%, double the WA State average and four times the national average.

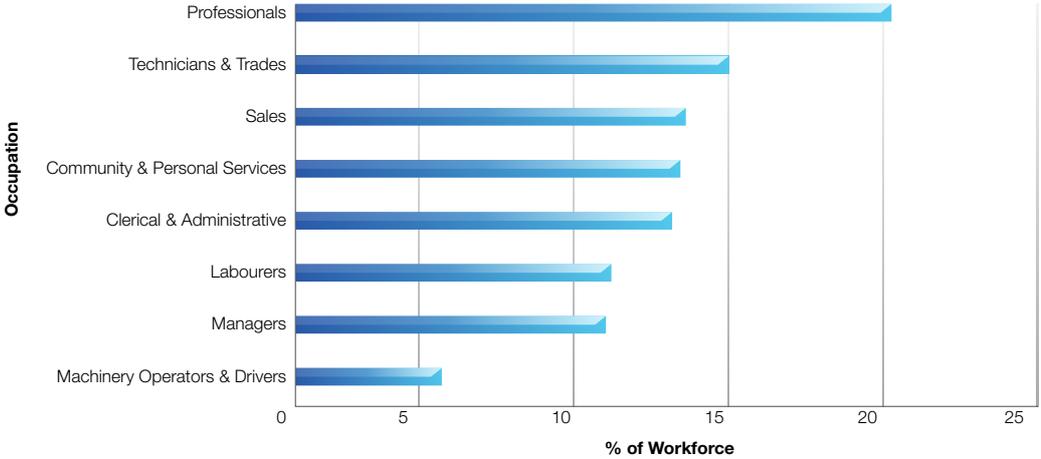
From 2013 to 2031 our annual population growth rate is projected to average at 3.75%. In real terms, our total population will increase by 93.90% to 138,127 by 2031.

Businesses are locating within the Armadale region to take advantage of our unprecedented growth and the commercial opportunities this brings.

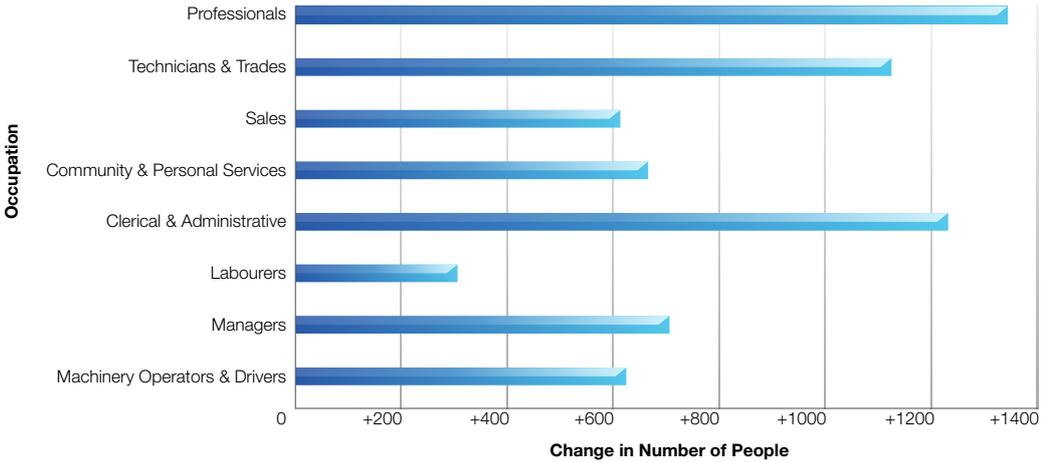
*58.2% of our workforce is female, and 41.8% is male.*



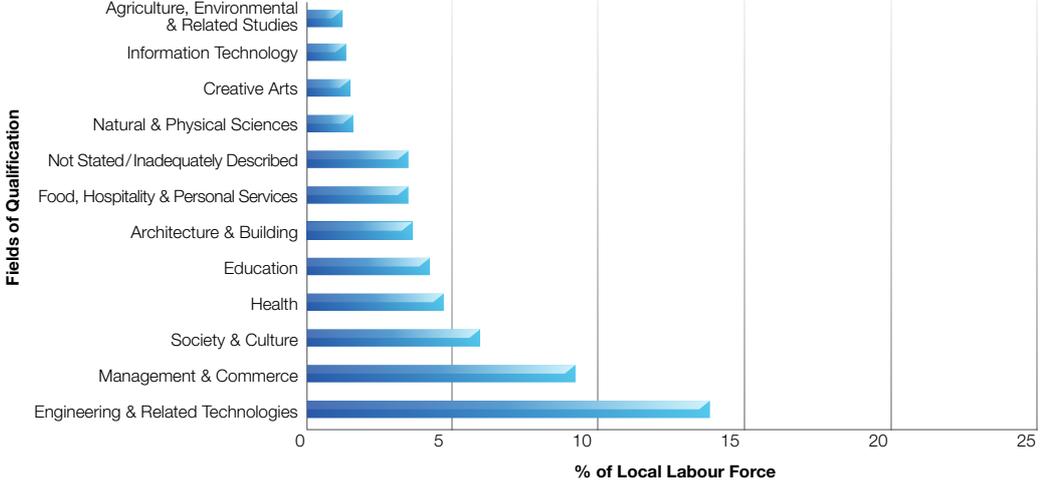
**Workforce Occupations 2011**



**Change in Occupation of Employment 2006-2011**



**Local Labour Force Fields of Qualification 2011**





# Our diverse business environment

## Tierra ecologia

Tierra ecologia is the home of eco-couture. Based in the Perth Hills, textile artist Charlene O'Brien's unique one-off creations evolve from hand-crafted cloth made with natural fibres and plant dyes. Specialising in various handcraft techniques, the internationally recognised label is brought to life in a studio that uses solar power and rainwater.

*“Armadale is the growing hub for the tourist destination. The town is a major junction to the South West Highway and Albany Highway. The town of Kelmscott and Armadale are on the railway line with easy access to Perth City only 35 minutes away. The City of Armadale, the one stop destination for nature walks, cafes, shopping and tulips in spring!”*

*Charlene O'Brien, Owner*



## Brady Drum Company

In a copycat world where so much is becoming the same, nothing sounds like a Brady because nothing is built like a Brady.

Brady Drum Company is an Australian manufacturing company, located in the City of Armadale, who specialise in handcrafted drums. The firm uses native Australian hardwoods, particularly Jarrah, Sheoak, Spotted Gum, Marri, Wandoo and Lemon Scented Gum for the drums they manufacture.

Brady Drums client list reads like a who's who of the drumming world. Over 400 internationally renowned drummers have showcased Brady Drums including Chad Smith (Red Hot Chili Peppers) Larry Mullen Jr (U2), Nathan Followill (Kings Of Leon), Tre Cool (Green Day), Mick Fleetwood (Fleetwood Mac).

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*“We have a fantastic working relationship with the City of Armadale, and partner in the reclamation of trees which we turn into beautiful musical instruments. All over the world people are playing on drums that have their origins in the Armadale hills.”*

*Chris Brady, Owner*

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## Brikmakers

As the State's largest, most versatile and most modern brick manufacturer, Brikmakers are now the clear leader in game-changing innovation. Brikmakers paving manufacturing, plant and retail display centre has operated from the City of Armadale since 1989.

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*“There exists a good source of labour within the Armadale catchment where our workforce is mostly sourced and the site is closely located to other small business contractors and suppliers. The site offers easy accessibility for our truck fleet with major transport routes of the South West Hwy, Tonkin Hwy and Kwinana Freeway nearby. Armadale's fair rates for businesses is another draw card. Armadale is surrounded by new home developments such as Byford, Hilbert, Sienna Wood, Harrisdale, Newbury, Honeywood and Piara Waters which have excellent growth prospects. Armadale is therefore a convenient central location for our new home customers who come to our Armadale retail centre to select their brick and paving products for their new homes.”*

*Vince Scarvaci, General Manager*

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## Hitachi

Hitachi Construction Machinery (Australia) Pty Ltd (HCA) is a leading global manufacturer of mining and construction earthmoving equipment and exclusive distributors of Hitachi, Bell and John Deere products in Australia.

The Hitachi Group, is one of the world's largest companies and leading manufacturer of new technologies across a range of industries.

We are the exclusive distributors of Hitachi, Bell and John Deere products in Australia – three of the most renowned and innovative Original Equipment Manufacturer (OEM) brands in the world.

*“The decision to invest in Forrestdale Business Park was due to its strategic location, adjacent to Tonkin Highway, which provides easy access to surrounding major industrial areas including Perth Airports and the Fremantle and Kwinana Ports. Forrestdale Business Park also presented a unique opportunity for HCA to secure a 10 hectare greenfields site for the development of its new state-of-the-art facility.”*

*David Harvey, Managing Director*



## Araluen Golf Resort

Operated by the world's leading high end golf management company Troon Golf, Araluen Golf Resort is regarded as one of the most picturesque, yet challenging golf courses in Australia.

The 18 hole championship golf course, designed by the late international golf star, Roger Mackay and Michael Coate, the course meanders through the foothills of Roleystone completely surrounded by protected national forests, the Darling Ranges and wonderful hidden valleys.

Its unique environmentally designed layout, breathtaking scenery complete with kangaroos, excellent clubhouse facilities, fully serviced locker rooms and sauna, Araluen offers everything for the discerning golfer.

The resort is easily accessible from all major road arteries, and boasts the outstanding Views 101 Restaurant, Lounge Bar and function rooms, two synthetic grass tennis courts, swimming pool and outdoor BBQ entertaining facilities. Araluen offers everything for a truly unique resort experience in the hills surrounding Armadale.

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*“The key to a successful golf course is location; the ability to attract visitors cannot be accomplished without the golf course and or resort providing world class facilities. Araluen Golf Course ticks all the boxes and more.”*

*David Townend, Director Troon Golf*

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## Roley's on the Ridge

Perched on a ridge in Roleystone is this stunning character hills restaurant. “Roley's” is built from authentic Australian materials including recycled jarrah, rusty corrugated tin and enormous Woolloomooloo wharfing beams. Owner and chef Brad Richards presents a style of cuisine that is a unique multicultural blend of traditional and typical fare, with a twist.

Showcasing beautiful foods and valley views, Roley's is a three times Gold Plate Award winner, including Family Dining in 2011 and both the Family Dining and Tourist Restaurant Gold Plate Award in 2012.

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*“Operating in Roleystone has the benefits of being only minutes from the Armadale City Centre, as well as operating in a local community which features a number of boutique and niche businesses. One of the best aspects of locating in Roleystone, and Armadale, is the abundance of fresh orchard fruit available, along with the top quality year round produce.”*

*Brad Richards, Owner*

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# Real economic growth

*“The City of Armadale will be recognised throughout metropolitan Perth, Western Australia and beyond for the strength and depth of its economy, offering a diversity of investment and employment opportunities, services, facilities and infrastructure to the benefit of both its existing and prospective businesses and residents.”*



## Strategy

The City of Armadale *Economic Development Strategy 2013-2017* economic vision encapsulates our plan for the future:

“The City is committed to future proofing our local economy, providing local jobs for a sustainable financial future and maintaining our position as a key destination for industrial and commercial enterprises. The City continues to diversify our industry base to ensure we remain competitive in the marketplace.”

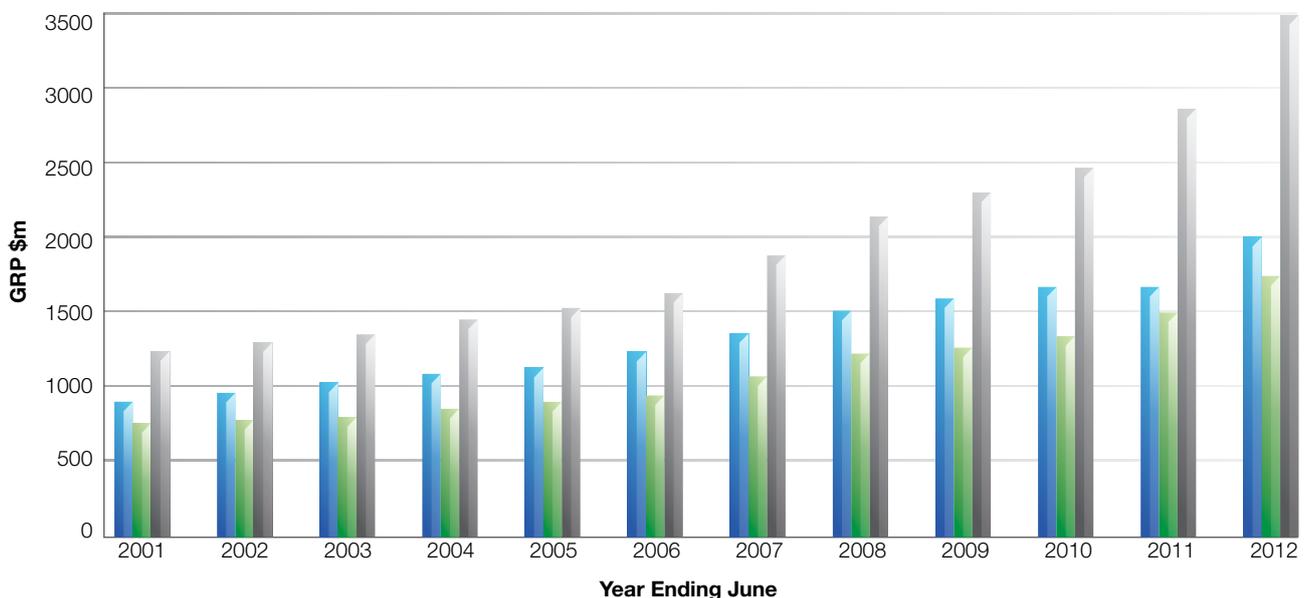
## Gross Regional Product

Substantial economic growth has occurred in Armadale recently. Armadale’s headline Gross Regional Product was \$2 billion in 2012, up by 50% over five years, and a remarkable 19% in the last year. The Armadale district is Perth’s most exciting business investment opportunity. The five year growth has come from a range of industries including Construction (+\$200 million), Retail Trade (+\$62 million), Health Care and Social Assistance (+\$62 million) and Transport, Postal and Warehousing (+\$37 million).

From 2006-2012 there has been an 87% increase in Gross Local Product in the region.

**Gross Regional Product**

■ Headline GRP      ■ Industry GRP      ■ Resident GRP





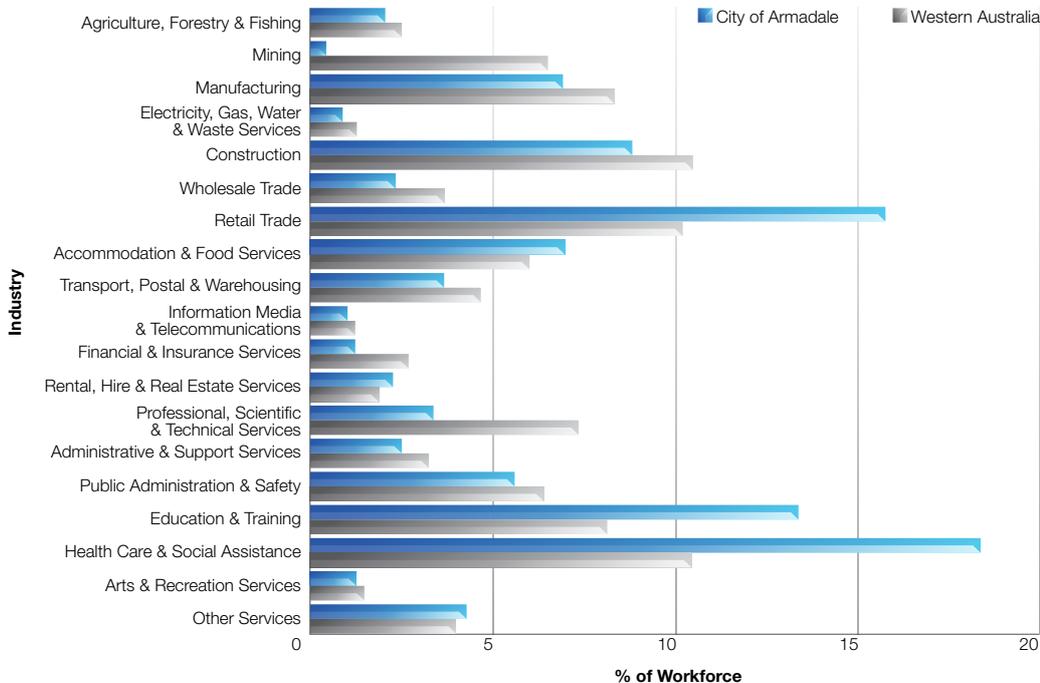


## Employment by industry

An analysis of the jobs held by the workforce in the City of Armadale (2011) shows our five largest industry sectors by employment are:

- Health Care and Social Assistance (18.3%)
- Retail Trade (15.7%)
- Education and Training (13.3%)
- Construction (8.8%)
- Manufacturing (6.9%)

**Employment by Industry Sector (2011-2012)**

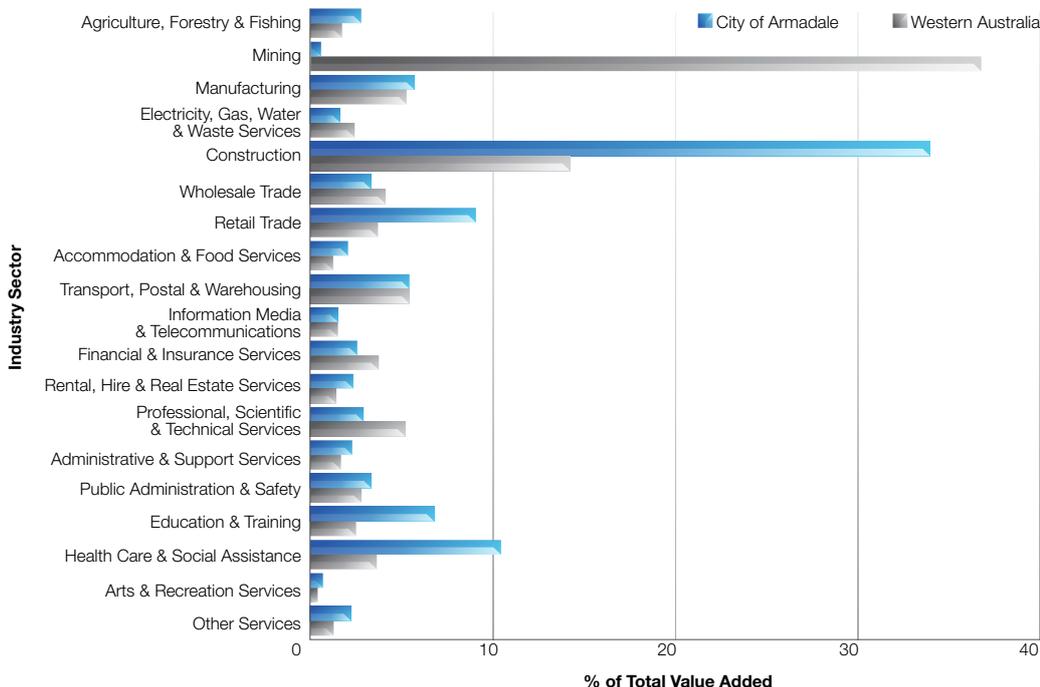


## Value added by industry

Value added 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 and is a more refined productivity measure of an industry sector than output (total gross revenue).

Construction was the most productive industry in the City in 2011-2012, generating \$596 million.

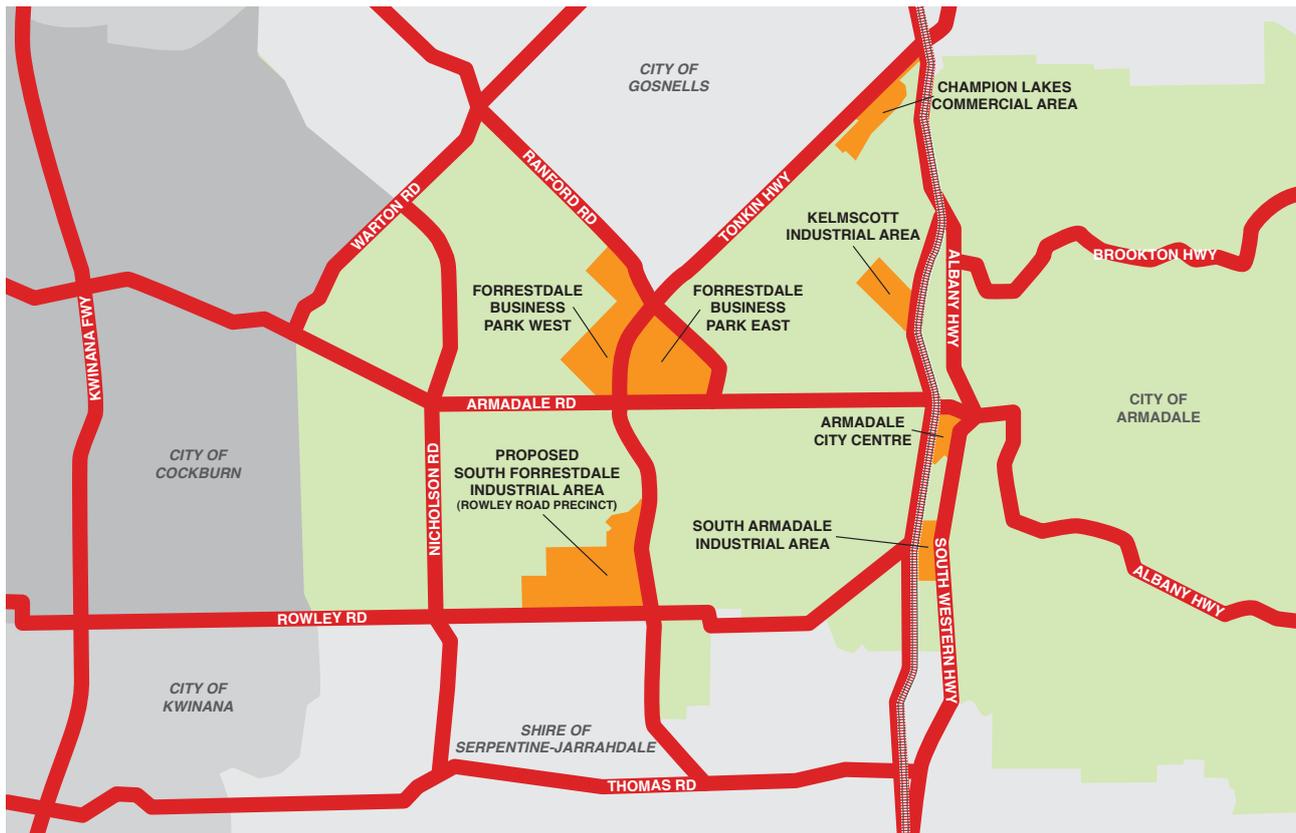
**Value Added by Industry Sector (2011-12)**



# Key industrial precincts



*There are more people qualified in Engineering and Related Technologies than in any other field living in Armadale.*



Kelmscott, Forrestdale and South Armadale are key industrial centres that cater for a broad range of manufacturing, fabrication, processing, warehousing and bulk goods handling activities.

There has been significant intensification of industrial development in the South Armadale and Kelmscott industrial precincts, generating employment opportunities.

The 330 hectare Forrestdale Business Park offers a range of industrial and commercial opportunities. The Park offers a strategic location close to major transport routes and infrastructure. It is expected to be a key employment hub, with the potential to become a place of work for more than 12,000 people.

Key businesses have already been targeted and attracted to Forrestdale Business Park including Hitachi Business Machinery Australia, who recently announced a \$100 million investment in the Park. Masters opened its 14,000m<sup>2</sup> home improvement store in February 2012, and Bunnings opened its largest Australian store with a footprint of 14,500m<sup>2</sup> in December 2012. There are also a number of mining, transport and manufacturing businesses operating at the Park.

A 15 hectare commercial precinct has been earmarked for development near the Champion Lakes Regatta Centre, to take advantage of the opportunities provided by the proximity to the international sporting venue and high quality residential development at Champion Lakes.

Armadale has large tracts of industrial land available for occupation or development. Under the City's strategic planning and the Western Australian Planning Commission's Industrial Land Strategy, South Forrestdale Industrial Area – Rowley Road Precinct (354 hectares) is identified as one of six priority industrial sites which are currently being rezoned and planned for commencement of development within the next two to five years.

# Major retail centres



*The City of Armadale has a higher proportion of pre-school aged children and a lower proportion of people at post-retirement age than Greater Perth.*



As one of the three largest industries in Armadale, retail is the lifeblood for our residents, not only for “retail therapy” but also for a range of employment opportunities. Over 101,000m<sup>2</sup> of retail floor space is spread across seven centres throughout the City.

The City of Armadale is a major commercial and retail centre for the south-east metropolitan region. We also capture trade from a larger regional area due to excellent access via major transport routes.

Armadale is home to a vast array of retailer opportunities. From multi-national companies to single owner/operators, astute business operators are enjoying the retail opportunities throughout the Armadale region.

Masters, Bunnings, Subway, Rockmans, Target, Big W, Priceline, Harvey Norman, Dick Smith, EB Games, K-Mart, Jamaica Blue, Jeans West, Supercheap Autos, Bean Thru and Lapa Brazilian BBQ Restaurant are just a few of the hundreds of retailers taking advantage of the rapid economic growth in our City.

Shopping Precinct	Centre Type	Current Net Lettable Area (NLA m <sup>2</sup> )	Projected Future Retail Needs to 2031 (NLA m <sup>2</sup> )
Armadale City Centre	Strategic Metropolitan Centre	65,000	70,000
Kelmscott	District Centre	12,385	18,400
Harrisdale (Planning approval granted)	District Centre	9500	31,000
Wungong	District Centre	0	35,000
Haynes	Neighbourhood Centre	4833	No Change
Champion Drive	Neighbourhood Centre	4135	No Change
Roleystone	Neighbourhood Centre	2860	No Change
Westfield	Neighbourhood Centre	2408	No Change

# Partners in progress

## *Fast Facts*

- *Over 51% of our population is under 34 years old*
- *Population 71,238 (July 2013)*
- *Second fastest growing local government (by population) in WA*
- *Population growing at 5%+ annually – more than double the WA state average*
- *Total population to increase by 94% over the next 18 years*
- *Over 3700 people moving into Armadale annually*
- *Average of 1165 homes built annually over the past 5 years*
- *\$3.87 billion output*
- *\$2 billion GRP*
- *3958 businesses*
- *1579 residential building licenses and permits 2012-2013  
(25% increase on previous year)*
- *244 commercial building licenses and permits 2012-2013  
(162% increase on previous year)*
- *17,061 local jobs*



## Metropolitan Redevelopment Authority

As one of the state's most significant urban renewal projects, Armadale is a key focus for the Metropolitan Redevelopment Authority (MRA). The MRA's redevelopment projects in the area include the revitalisation of the historic Kelmscott township; the Champion Lakes new urban village; the Armadale Central inner city residential, retail, commercial and transport project; the Champion Drive residential estate; the 330 hectare Forrestdale Business Park (East and West) industrial and commercial developments; and the award winning Wungong Urban development project.

For more than a decade, the redevelopment program has breathed new life into the area and helped to accommodate the region's fast growing population through the creation of new residential, commercial and civic spaces.

The MRA is continuing to work closely with the City of Armadale, private developers and landowners to deliver sustainable urban development across the City and provide a range of social, environmental and economic benefits for the people of Armadale.

## National Broadband Network

The City continues to work with NBN Co to ensure a speedy broadband rollout to all suburbs within our area.

## Business Armadale

Armadale Regional Business Association (Business Armadale) is a not-for-profit incorporated association operated by a board of management comprising a diverse group of professionals from the local business community. Business Armadale is recognised as an independent and energetic organisation, focused on contributing towards assisting investment in the Armadale region and creating a healthy business environment.

## Major projects

The City of Armadale is recognised as a progressive local government when it comes to development opportunities. There are a number of major development projects currently underway in the City which will further enhance the local amenities and facilities for our residential and business communities.

- \$18m Landmark Office Building – Armadale City Centre
- Armadale Golf Course Redevelopment – Forrestdale
- Jull Street Mall Revitalisation Project – Armadale City Centre
- Harrisdale/Piara Waters Shared-Use Sporting Facilities
- Post Office Redevelopment (MRA Offices) – Armadale City Centre
- Armadale Kelmscott District Memorial Hospital Upgrade – Kelmscott
- Forrestdale High School – Harrisdale
- Forrestdale Catholic High School – Piara Waters
- Carey Baptist Primary School – Forrestdale
- Ranford Road Upgrade – Forrestdale
- Nicholson Road Upgrade – Piara Waters/Harrisdale
- Harrisdale Shopping Centre – Harrisdale
- Residential Estate – Heron Park – Harrisdale (Satterley Property Group)
- Residential Estate – Sienna Woods – Hilbert (Stockland)
- Residential Estate – Newhaven – Harrisdale (Stockland)
- Residential Estate – Springtime in Haynes (Wallis Property)
- Residential Estate – Aspiri – Piara Waters (PRM Property Group)
- Residential Estate – Champion Lakes (Landcorp)
- Abbey Road Land Redevelopment – Armadale City Centre
- Armadale City Centre – Structure Planning
- Kelmscott District Centre – Kelmscott
- South Forrestdale – Rowley Industrial Precinct – Forrestdale
- Wungong Urban Project – Haynes and Hilbert

# Choose your lifestyle



*In the City of Armadale there were 1435 residential buildings approved to be built in the financial year 2012-2013.*



## Education opportunities

Armadale has 36 child care centres offering a range of regular full-time or part-time child care services. Some centres also offer sessional care for morning and outside school hours care.

Armadale also boasts a high number of public and private educational facilities, including 22 primary schools and eight high schools, and a Polytechnic West campus offering a range of accredited TAFE courses.

## Armadale Health Service

The Armadale Health Service (AHS), located along Albany Highway, incorporates the government owned and operated 290 bed Armadale Kelmscott Memorial Hospital and Mental Health Service, an outpatient rehabilitation centre and the Gallier's Specialist Wing.

Boasting modern facilities and a workforce of 1500 people, AHS delivers quality health care to the community including an Emergency Department, an Intensive Care Unit, maternity and paediatric services, general surgery, aged care and rehabilitation, renal dialysis and inpatient and community mental health services.

## Sporting facilities

There are 221 reserves throughout the City, 68 of which contain playground facilities for children and families. There are over 70 active sporting clubs in the City, providing structured

senior and junior sporting programs across a range of sports including football, swimming, soccer, hockey and tennis to name a few.

The construction of an international rowing course at Champion Lakes is a drawcard for the entire State. The Champion Lakes Regatta Centre is a purpose built, international rowing facility which hosts state, national and international events.

Boasting one of the most magnificent golf courses in WA, Araluen Golf Course attracts players from all over the world. Set amongst the hills with views over the coastal plains, the course provides a unique environment for golfers to perfect their game.

## Diversity of housing

The City of Armadale's rapid growth has resulted in an average of 10 new residents calling the City home every day. The City is rolling out 30 homes a week. This is reflective of the continued expansion of the City's urban growth areas with developers trending towards smaller lot products to suit current market conditions and diversify housing products and creating more affordable housing options for a diverse group of homebuyers.

The demographics of the City's newest residents are varied, with first home buyers, retirees, empty nesters, second and third home owners and investors, all of whom are taking advantage of the current population and infrastructure surge.

# 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  
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[www.armadale.wa.gov.au](http://www.armadale.wa.gov.au)**

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