



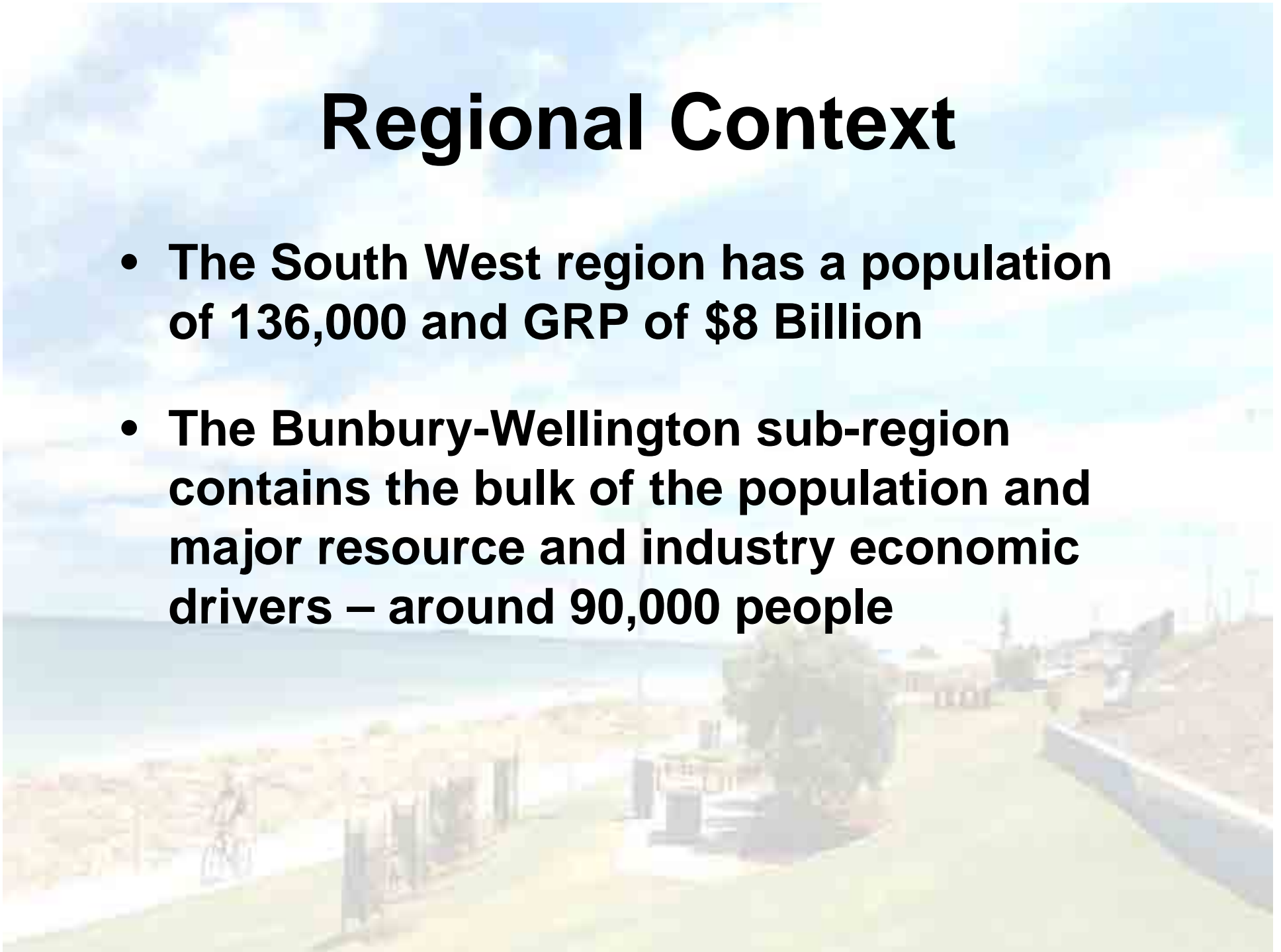
# SW Focus Conference

**Greg Trevaskis**

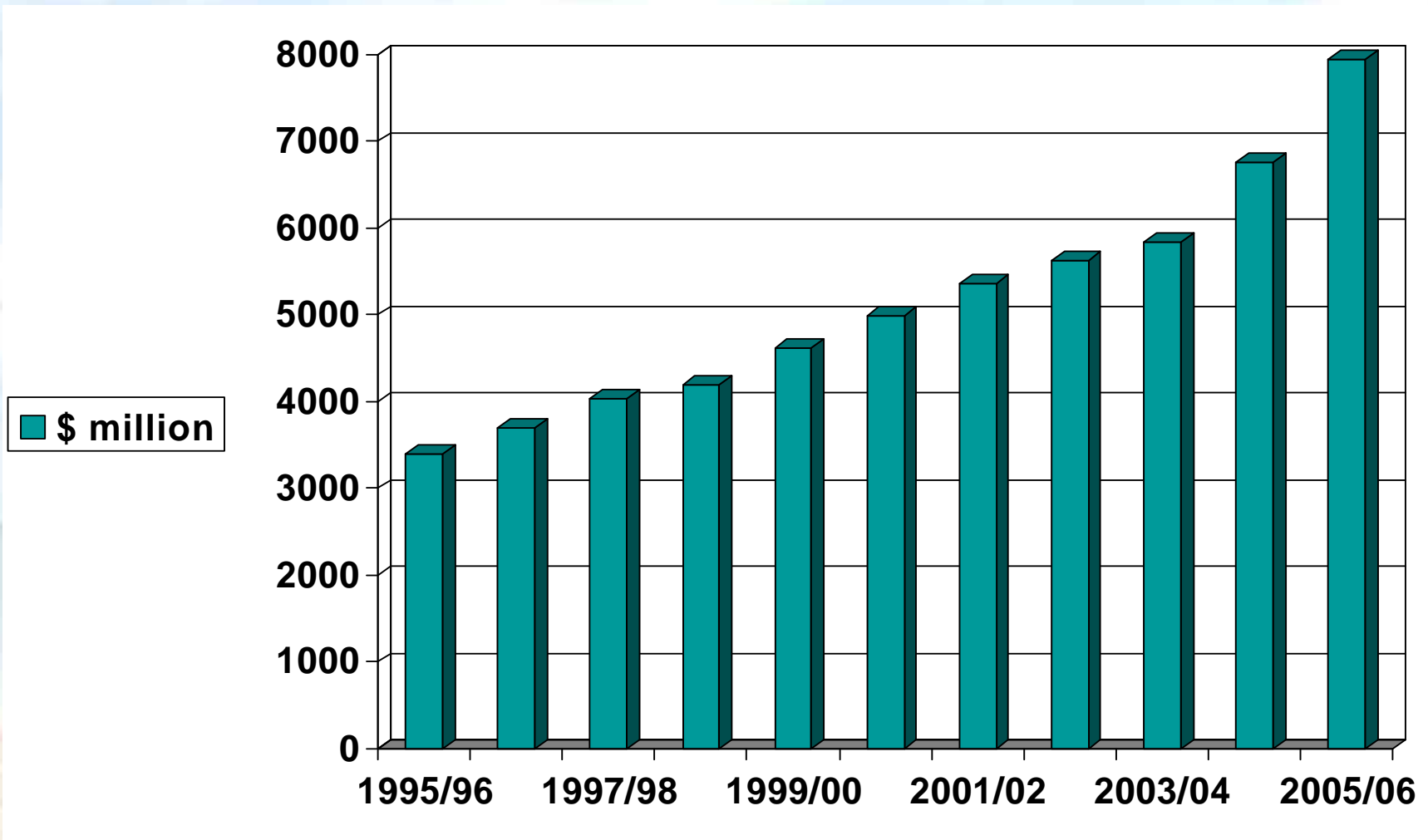
**CHIEF EXECUTIVE OFFICER  
CITY OF BUNBURY**

# Regional Context

- **The South West region has a population of 136,000 and GRP of \$8 Billion**
- **The Bunbury-Wellington sub-region contains the bulk of the population and major resource and industry economic drivers – around 90,000 people**



# Gross Regional Product – SW Region



# \$5b - Full Steam Ahead

- Alcoa expansion - \$1.5b
- Worsley expansion - \$900m
- Kemerton power - \$260m
- Worsley upgrade - \$250m
- Dalyellup Beach East - \$50m
- Titanium at Ludlow - \$6m
- Kemerton Titanium - \$470m
- Griffin Bluewaters - \$400m
- Welcome Inn - \$80m
- Perth-Bunbury Hwy - \$450m
- Bunbury Library - \$9m
- Outer Harbour investment - \$260m
- Inner Harbour expansion - \$200m
- Formula Nippon - \$30m
- Silos resort - \$40m
- Port Access Road - \$32m
- Biodiesel plant - \$14m
- Sanctuary Golf Resort - \$5m
- Back Beach Redev. - \$14m
- Bunbury Ring Road - \$200m

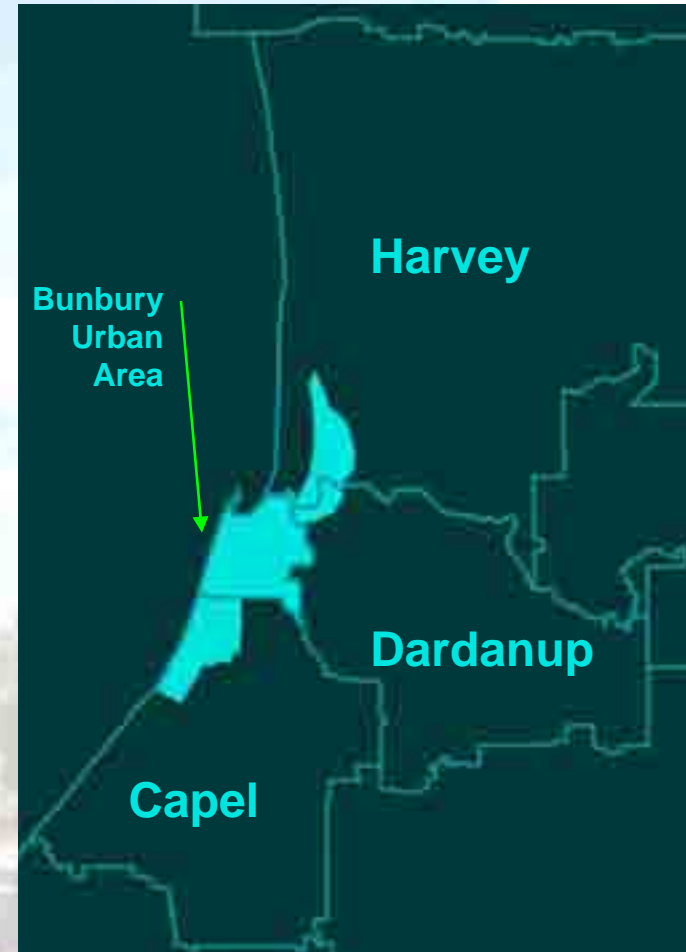
# Bunbury

- **Population of Bunbury 59,000**
- **Forecast to grow to 100,000 by 2031**
- **Australia's Fastest Growing Regional City (2005-2006)**
- **The "City of Bunbury" is only responsible for the inner precincts of the Bunbury urban area**

# Sub-Regional Context

## Bunbury Urban Area

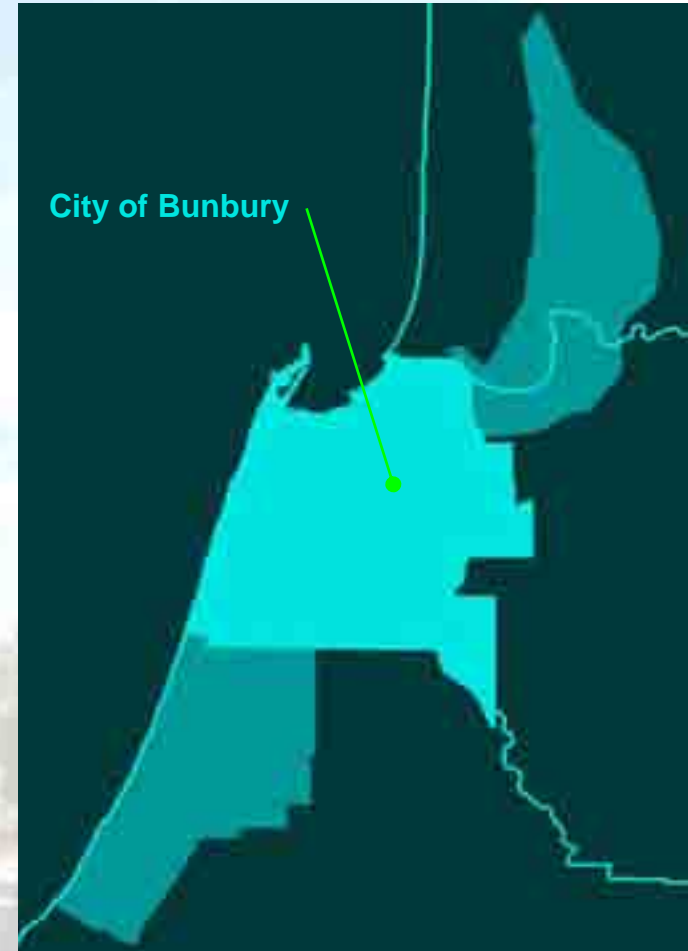
- Defined by the ABS as the Statistical Sub-Division (SSD)
- Currently has over 59,000 people



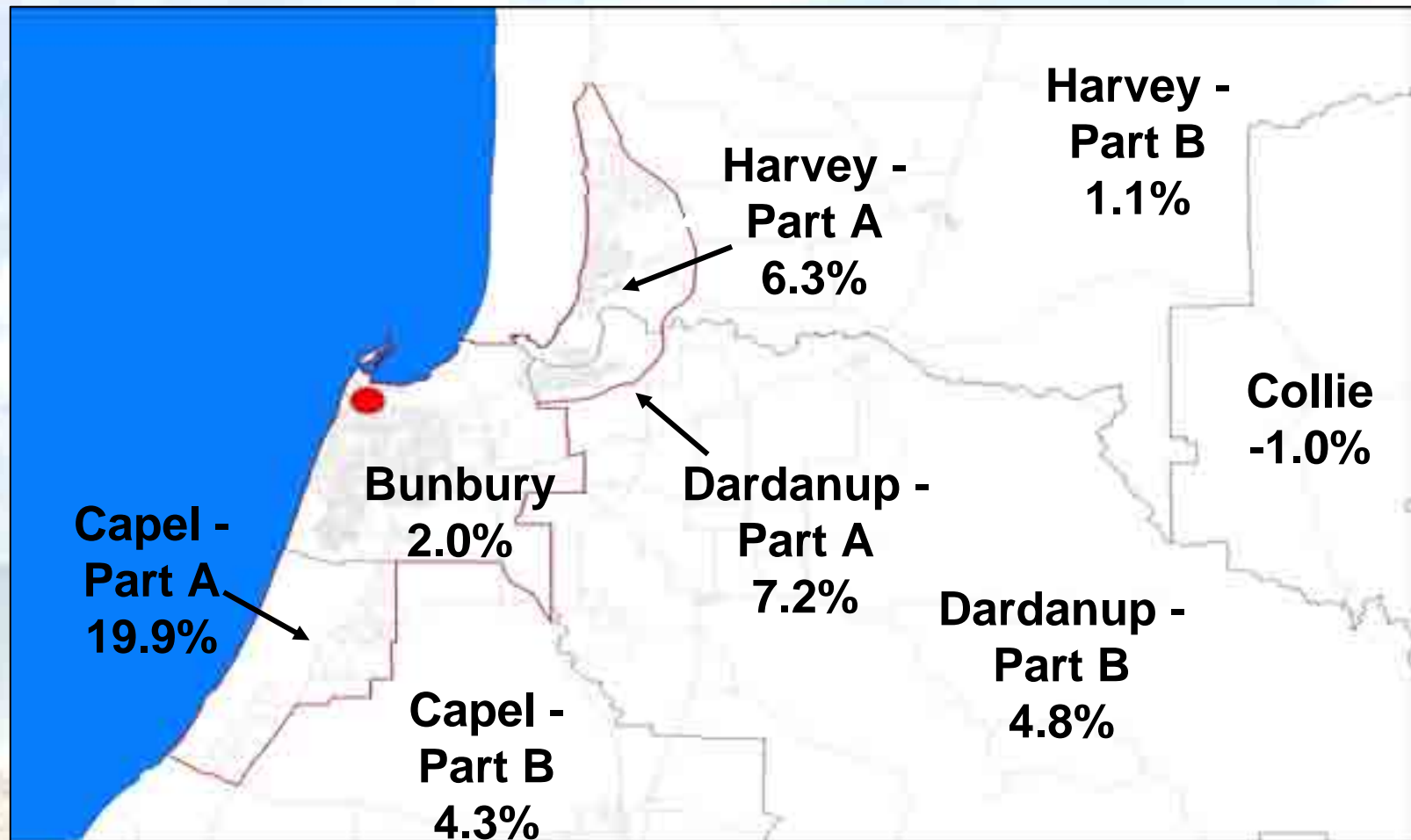
# Local Context

## City of Bunbury

- Defined as the local government authority area of 65.7 km<sup>2</sup>
- Currently has over 34,000 people



# Bunbury is a city that is 'racing away' at the edges ... probably causing a culture shift



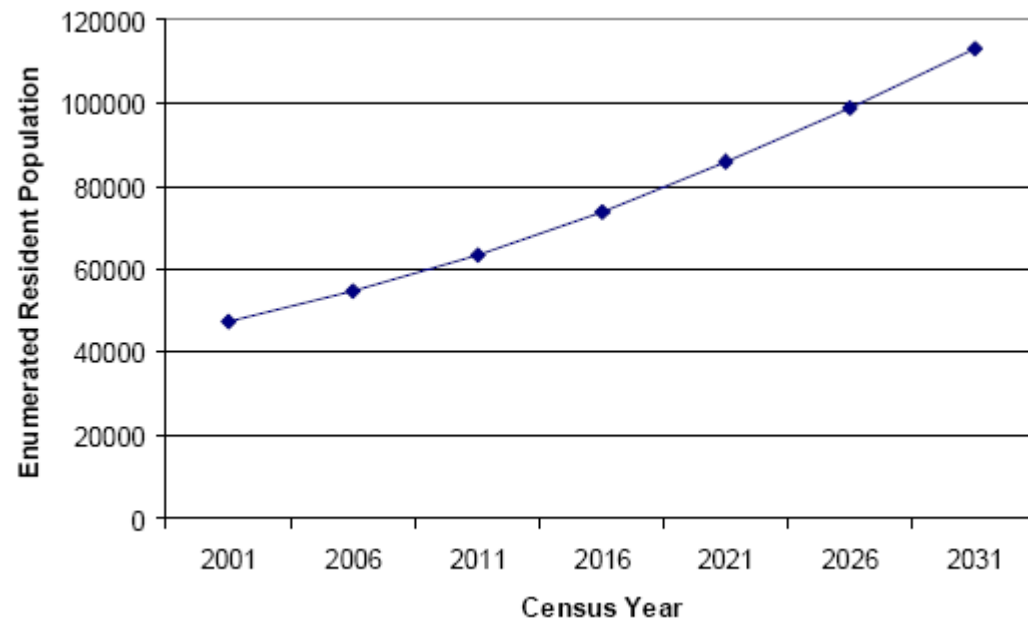
Bunbury is spilling to the north, to the south and to the east ... this is a city on the move

# ABS Estimates 2005

	ERP AT 30 JUNE			CHANGE		
	<u>2000</u>	<u>2004r</u>	<u>2005p</u>	<u>2000- 2005p(a)</u>	<u>2004- 2005p</u>	
<b>Statistical District</b>	<b>No.</b>	<b>No.</b>	<b>No.</b>	<b>%</b>	<b>No.</b>	<b>%</b>
Geelong (VIC)	157,497	164,134	165,761	1.0	1,627	1.0
Port Macquarie (NSW)	37,224	40,621	41,141	2.0	520	1.3
Ballarat (VIC)	82,585	86,977	88,777	1.5	1,800	2.1
Bundaberg (QLD)	56,165	59,611	60,936	1.6	1,325	2.2
Cairns (QLD)	112,335	120,483	123,408	1.9	2,925	2.4
Toowoomba (QLD)	107,488	116,266	119,133	2.1	2,867	2.5
Gold Coast – Tweed (QLD/NSW)	409,767	470,408	482,037	3.3	11,629	2.5
Sunshine Coast (QLD)	179,576	207,553	212,864	3.5	5,311	2.6
Nowra-Bomaderry (NSW)	29,862	32,008	32,887	1.9	879	2.7
Townsville (QLD)	131,100	144,417	148,767	2.6	4,350	3.0
Mackay (QLD)	63,785	68,488	70,686	2.1	2,198	3.2
Hervey Bay (QLD)	38,742	45,577	47,806	4.3	2,229	4.9
<b>Bunbury (WA)</b>	<b>48,319</b>	<b>53,503</b>	<b>56,180</b>	<b>3.1</b>	<b>2,677</b>	<b>5.0</b>
Mandurah (WA)	57,639	70,271	74,010	5.1	3,739	5.3

# Population Growth

- **City's population projection is for approx 100,000 for Bunbury SSD by 2031**
- **Net increase of 40,000 people**





# **City Vision**

## **SHAPING THE FUTURE OF BUNBURY**

- **20 year strategic framework for Bunbury**
- **Extensive community consultation – 4 separate workshops March 2003 – July 2005**
- **Community taskforce – no sacred cows, challenge traditional views**
- **Community ownership – external and local consultants (land-use, marketing, economic, urban design)**
- **Adopted by Council December 2006**

# City Vision cont.

- **Planning principles**
  - **Environment sustainability, energy efficiency, waste management**
  - **Community identity, safety, identity and interaction**
  - **Regional economic centre, attract investment, build on existing infrastructure (education, industry & commerce)**

# City Vision cont.

- **Vision Focus Areas**
  - **Strategic Regional Centre**
  - **Port**
  - **Eastern Suburbs**
  - **Industry**
  - **Southern Suburbs**



# City Vision cont.

- **Major Priority Issues / Proposals :**
  - Greater CBD population of 10,000 or more
  - New building height limits established for coastal & CBD precincts
  - Strengthen CBD, Bunbury Forum as regional shopping hubs
  - Revitalise Withers/Minninup shopping precinct & residential areas
  - CBD transport, parking, landscaping & pedestrian priorities defined
  - Outer harbour, port, airport, Super Campus College Grove, Glen Iris/Moorlands -

# Bunbury Outer Harbour



# Bunbury Outer Harbour cont.

Updated  
Concept





# Bunbury Silo's redevelopment



# Coastal Enhancement



# Civic Centre



# Civic Centre



# New City Library

- **Current building is 31 years old – 740m<sup>2</sup>**
- **\$9m new library, ICT business incubator, commercial data centre & ICT training facilities**
- **Funded by \$7m (Council funds and loans), State Government \$1.5m, & ERBEAC \$400k**
- **New floor area of 1900m<sup>2</sup>**
- **Landmark building – revitalise southern CBD**



PERSPECTIVE



**BUNBURY LIBRARY REDEVELOPMENT**  
CITY OF BUNBURY

JANUARY 2007  
peter hunt architect



**BASEMENT FLOOR PLAN**



**UPPER FLOOR PLAN**



**EAST ELEVATION**



**BUNBURY LIBRARY REDEVELOPMENT**  
CITY OF BUNBURY

**JANUARY 2007**  
peter hunt architect

# The Benefits

- **Public/Private partnerships**
- **Better outcomes from activated use of public land**
- **Clear policies to assist State agencies and developers**
- **Community support and engagement**
- **Council in charge of its future**



# **SW Focus Conference**

**Greg Trevaskis**

**CHIEF EXECUTIVE OFFICER  
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