



May 2026

Bunbury

Creating jobs and opportunities
Delivering services for the South West





Seven Cities Bunbury

© Government of Western Australia

Acknowledgement of Country

We acknowledge the traditional custodians throughout Western Australia 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.

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Seven Cities is about ensuring each of the seven **major regional centres** outside of Perth can be **everything they can be.**

Delivering quality services to communities across the State.

And ensuring **Western Australia** remains the **strongest economy** in the nation for generations to come.



Seven Cities is my vision for regional WA

Western Australia is the strongest economy in the nation and our regions have been central to our economic success.

As Western Australians, our regions also tell us who we are and where we've come from.

But our regions are also central to our future – whether we live in Perth, one of the seven regional cities outside of Perth or in the smaller communities these centres serve.

Across the State, traditional industries like mining, agriculture and tourism will continue to thrive.

But the new wave of economic opportunities are immense.

This includes becoming a renewable energy powerhouse, and making more things here.

These new industries will benefit all Western Australians, and continue to drive the national economy.

But they will all take place in our regions and be driven by the seven regional cities outside of Perth.

To seize these opportunities for all Western Australians, these seven cities must have the infrastructure, services and skilled local workers industry will need.

They must be great places to live and work, with thriving communities that attract people to our regions – and make them want to stay.

And they must have the capacity to service the needs of the smaller communities that surround them.





Our Seven Cities vision will prioritise housing, but it will also deliver investments in health, education and community safety, as well as the energy, water, transport and industrial infrastructure necessary to make our new economic opportunities a reality.

Seven Cities is about ensuring each of our seven regional centres can be everything they can be, ensuring Western Australia remains the strongest economy in the nation for generations to come.

And the best place in the world to get a quality job, no matter where in the State we live.

A stylized, handwritten signature in black ink, reading "Roger Cook".

Roger Cook MLA
Premier of Western Australia



A strong regional hub for the South West

Bunbury is Western Australia's largest regional centre, located in the stunning South West region, known for its extensive natural beauty.

Bunbury's coastal lifestyle, strong community spirit, and high-quality regional health services make it a great place to raise a family and get a quality job.

Importantly, it is a regional hub which supports the economic opportunities and social wellbeing of surrounding communities – including Harvey, Ferguson, and Collie.

As one of WA's Seven Cities, Bunbury's future will be built on its existing strengths and a new wave of emerging opportunities.

These include becoming a renewable energy powerhouse, adding value to our traditional industries like mining and agriculture, and making more things here.

For Bunbury specifically, these opportunities include unlocking industrial land, boosting tourism and delivering world-class community infrastructure.

From Bunbury's early role as a port and industrial centre it has developed into a contemporary regional city that brings together industry, services and coastal living.





To grow these industries and retain the local workforce they depend on, we're providing additional support with increased investment in housing, transport, and energy.

As part of the Cook Government's Seven Cities vision, Bunbury

will continue to play a vital role in strengthening regional Western Australia, ensuring we continue to diversify the WA economy so that it remains the strongest economy in the nation.

Stephen Dawson MLC
Minister for Regional
Development

Don Punch MLA
Minister for South West
Member for Bunbury

Jodie Hanns MLA
Member for
Collie-Preston



Budget highlights

The 2026-27 State Budget continues our support for WA families. Making investments to grow our economy, make more things here, and deliver on our priorities of jobs, health and housing.

This year's budget builds on our past commitments by investing in the services and infrastructure that regional WA needs.



Key investments for Bunbury include:

- **Bunbury Port Optimisation Plan (BPOP) Stage 1** – \$4.75 million increase in asset investment to commence long lead time studies and develop a business case for additional capacity at the Port of Bunbury.
- **Australind Train Service Expansion** – \$45 million additional operating increased Australind train services.
- **Bunbury Hospital Redevelopment** – additional investment of \$100.9 million in the Bunbury Hospital redevelopment.
- **Transforming Bunbury's Waterfront** – \$89.1 million to complete the Transforming Bunbury Waterfront project.
- **Fuel Support Payment** – \$198 million to offer a \$100 payment to all Western Australians with a valid driver's licence.
- **Third round of Student Assistance Payments** – \$90 million will be invested to deliver a third round of the Western Australian Student Assistance Payment, which is delivering \$150 for each primary and kindergarten student and \$250 for each secondary school student.

Economic and industry profile

Bunbury is the economic centre of the South West, supporting one of Western Australia's largest and most diverse regional economies.

The city provides the scale, workforce and infrastructure that underpin regional production, trade and service delivery, acting as a focal point for industries, institutions and supply chains across the region. This role is reinforced by major industrial assets, including Bunbury Port, and close links to the Kemerton Industrial Area and the Collie industrial and energy precinct, positioning Bunbury as a key

contributor to industry, energy supply and transition within the South West Interconnected System (SWIS).

The local economy supports a substantial and varied workforce and represents a significant share of regional activity, reflecting Bunbury's role as the principal employment hub for both the city and surrounding communities. Economic activity spans population-serving sectors alongside manufacturing, processing, transport and logistics, creating a balanced and resilient economic profile.

Bunbury Waterfront





Key industries include healthcare and social assistance, education and training, retail and wholesale trade, construction, manufacturing, transport and logistics, and professional and technical services. These sectors support daily life while also meeting regional needs and are complemented by strong connections to agriculture, mineral processing, energy, forestry and port-related activities. Together, they underpin employment stability, efficient service delivery and reliable access to goods, infrastructure and energy across the South West.

Looking ahead, continued investment in industrial land, infrastructure, workforce capability, lower-emissions and renewable energy-related industries positions Bunbury, and the broader South West region as

a stable and competitive location for business and employment, supporting long-term confidence in the region's economic transition and future prosperity.

Key economic facts:

**Gross Regional Product
(Bunbury): \$9.650 billion**

**Regional GRP (South West):
\$19.790 billion**

Jobs (Bunbury): 33,855

Jobs (South West): 80,407

Population (Bunbury): 84,321

**Population
(South West): 206,297**

Emerging opportunities

Bunbury is well positioned to capture emerging economic opportunities that build on its existing industrial base, regional role and strategic location. These opportunities reflect strengths already present in the city and the surrounding South West, allowing practical, place-based growth and diversification.

Industry, value-adding and advanced manufacturing remain central to Bunbury's future, supported by access to industrial land, skilled labour and proximity to key assets such as Bunbury Port, the Kemerton and Collie Industrial Areas, and the Advanced Manufacturing and Technology Hub (AMTECH). Opportunities exist to expand downstream processing and manufacturing linked to agriculture, forestry, minerals, energy transition, construction materials and industrial inputs, strengthening local supply chains and retaining more value within the region.

Energy transition industries present a key area of opportunity as the South West continues to adapt to changing energy systems. Bunbury's position within the South West Interconnected System (SWIS), its proximity to generation and transmission infrastructure, and the development of AMTECH positions the city at the centre of renewable energy development, industrial decarbonisation, energy storage and related service and maintenance activities.

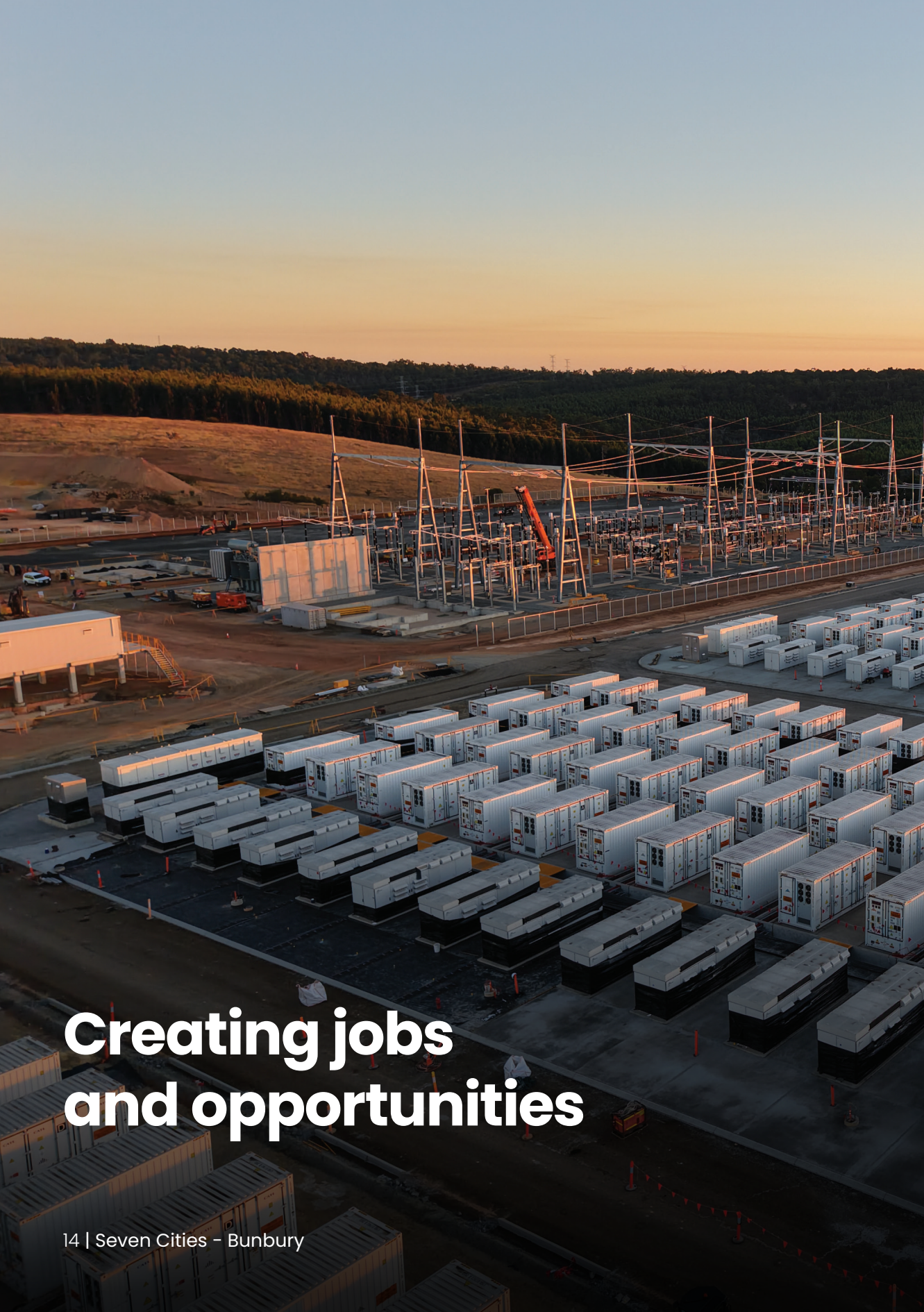


Creative sector, visitor economy and events offer strong growth opportunities for Bunbury and the broader South West. The region attracts Western Australia's highest number of overnight visitors outside Perth and supports a vibrant events calendar, anchored by venues such as the Bunbury Regional Entertainment Centre and the Bunbury Regional Arts Gallery. Bunbury is also home to the Western Australian Creative Tech Village, supporting innovation and emerging creative-technology startups.

Health, care and education services are also well placed to grow, reflecting Bunbury's role as the region's main service centre. Investment in the Bunbury Regional Hospital will support the increasing demand for healthcare, aged care, disability services and training is expected to continue as the regional population grows and ages. Expansion of tertiary education, vocational training and health-related learning pathways supports workforce development and helps retain skills locally.

Logistics, transport and trade-related services continue to present opportunities as Bunbury supports the movement of goods, materials and people across the South West. The city's port, road and rail connections, alongside industrial and commercial precincts, provide a foundation for growth in freight handling, warehousing, distribution and associated business services.

Together, these emerging opportunities reinforce Bunbury's role as the South West's economic centre and provide a strong foundation for sustainable growth. By building on existing industries, infrastructure and skills, Bunbury is well positioned to support job creation, industry transition and long-term economic resilience for the region.



**Creating jobs
and opportunities**



Industry development

What we're delivering

- **Kemerton Strategic Industrial Area** – Supporting the development of new industries in the South-West.
- **Western Australia's Advanced Manufacturing and Technology Hub (AMTECH)** – Commitment to establish a new manufacturing facility in Picton, positioning Bunbury as a major contributor to WA's renewable energy transition and growing demand for advanced manufacturing capability.
- **Bunbury Port Optimisation Plan (BPOP) Stage 1** – \$4.75 million increase in asset investment to commence long lead time studies and develop a business case for additional capacity at the Port of Bunbury.
- **Freight Rail** – Progressing planning and negotiations to bring the freight rail network back in government hands.

We've delivered

- ✓ **Port of Bunbury Shed Recladding** – \$9.5 million investment to support industry store key industrial products.
- ✓ **Kemerton Road upgrades** to facilitate the development of the Strategic Industrial Area.
- ✓ **Inner Harbour Access Bridge** – \$34.9 million for the new Turkey Point Access Road and Bridge.



Growing the South West

The South West is well positioned to provide services to existing and emerging industries, with road, rail and port access, State-supported strategic industrial lands, and a skilled workforce.

Bunbury and its neighbouring strategic industrial development areas will be key enablers to unlocking WA's potential to participate in global green energy supply chains and central to WA's decarbonised economy.

- Continued investment in land activation that support major industries to locate in Bunbury and surrounds will provide major economic boost and flow on benefit to supporting businesses throughout the region.
- Investment into enabling infrastructure to activate residential land supply for diverse housing options will provide the foundations for growing the population.



Transport

New investment

- **\$45 million** to support increased Australind train services following the completion of the new fleet.
- **Fuel Support Payment** – \$198 million to offer a \$100 payment to all Western Australians with a valid driver's licence.
- **Free Sunday Travel** – \$33.7 million to continue free Sunday travel on Transregional services, including Bunbury.
- **\$113.5 million** for road maintenance throughout WA, including in the South West.

We've delivered

- ✓ Bunbury Outer Ring Road – The biggest road project ever delivered in WA, unlocking immense economic opportunities for Bunbury and the South West.
- ✓ Glen Iris Road Intersection – Improving congestion and safety and creating urban development opportunities.

What we're delivering

- **Australind railcar purchase** – Manufacturing two additional railcar sets for the Australind service, improving reliability and supporting future increases in service frequency.
- **TransWA fare reduction** – Halved TransWA fares, including the Australind and bus services connecting towns across the South West, making regional travel more affordable for residents in smaller communities.
- **Regional Pensioner Travel Card** – A further \$100 increase, bringing the total card value to \$775 per year, supporting older residents across the South West to stay connected.

Growing the South West

The South West is uniquely positioned to connect its thriving agricultural, tourism and industry offerings with national and international markets through well-established road and rail networks and significant ports such as Bunbury Port and the Busselton–Margaret River Airport.

- Improved connectivity between Bunbury and Perth remains important to the region's growth and liveability. Continued investment in passenger rail services, including the Australind service and consideration of faster rail connections, strengthens access to employment, education and higher-order services across the South West.

- The Port of Bunbury is working towards achieving the targets set in the Port of Bunbury Masterplan, planning for the infrastructure needs of the next 30 years, and providing assurance to industry and government that industry and trade expansion can be facilitated into the future.

Energy

New investment

Energy Ahead – \$16 million to extend delivery of Energy Ahead to provide energy efficiency upgrades and education for up to 10,000 low income households.

\$973 million for Western Power – Responding to demand growth, expand the network, and increase electricity capacity infrastructure for industrial and residential customers.

What we're delivering

- **Collie Just Transition Plan** – supporting the renewable energy transition focusing on supporting workers, industries, and communities shift from carbon-intensive industries.
- **Wind Energy Sector Manufacturing** – \$2 million in co-investment funding to support local production of wind-energy componentry. A Bunbury-based company will receive \$2,047,900 through the Wind Energy Manufacturing Co-Investment Program to pilot the manufacture of innovative transition flanges for wind turbines.



Growing the South West

Bunbury is well positioned to support renewable-energy sector growth, with advanced manufacturing capability and the Port of Bunbury enabling the manufacture, import and distribution of key components. Its strategic location and strong transport links support efficient, competitive supply across the South West and beyond.

- Bunbury plays a central role as a hub for energy-dependent industry, port operations and regional services. Bringing more renewable energy to the South West, creates opportunities for local businesses to participate in delivery and supply chains, supporting jobs and economic diversification.

- Clean-energy skills development is being strengthened through South Regional TAFE's Bunbury Campus, which offers dedicated clean-energy pathways and job-ready training across construction, plumbing, electrical and research sectors, ensuring the region has the workforce needed for the transition.

Water

New investment

Water infrastructure – \$75 million investment in water and wastewater infrastructure services to facilitate residential lot development.

Regional Water Source Fund – \$52.9 million to establish a Regional Water Source Fund for water source planning and investigation in the regions.

What we're delivering

- **Community Water Supplies Partnership Program –**

An expanded program for vital water-security projects across the South West, helping communities manage changing climate and supply pressures.

- **Water Recovery Scheme –**

Construction is underway on a new \$50 million water recycling scheme facility in Bunbury that will provide the city with fit-for-purpose high quality recycled water to irrigate public open spaces.

We've delivered

✓ **\$9.6 million** for water main renewal and upgrades in Bunbury.



Growing the South West

Sustainable water solutions are a key WA Government priority, demonstrated by the \$50 million investment in a new water-recycling facility in Bunbury.

The scheme will deliver fit-for-purpose recycled water for irrigating public open spaces, reducing pressure on drinking-water supplies and strengthening the region's long-term climate resilience.

It also builds local capability to deliver similar projects across the South West and helps preserve precious groundwater for critical uses such as drinking water.



Environment

New investment

\$24.7 million to continue biosecurity and animal disease preparedness work.

\$8.5 million towards a Fisheries Support Package, including funding for the enhanced science program and upgrades to the FishCatchWA app.

\$6.2 million to further support the Healthy Estuaries WA program, including the Leschenault Estuary.

What we're delivering

- **Aboriginal Ranger Program**
– Ongoing support for Noongar land management practices and creating employment opportunities across the South West.
- **CoastWA program** – Helping local governments and coastal managers address erosion and inundation, supporting long term adaptation planning and on ground coastal protection projects.
- **Community Stewardship Grants** – Backing community led efforts to conserve and enhance Western Australia's land, river and marine environments.
- **Plan for Our Parks** – delivering over 6.5 million hectares of park, including expanding Wellington National Park.
- **\$10 million** investment to improve Kalbar Regional Park, including new walk trails and playgrounds.

Growing the South West

The South West's natural environment is a major tourism drawcard, from pristine coastlines to towering forests.

Eco-tourism is expanding, with experiences like Dolphin Eco Cruises and nature-based adventures supporting jobs across smaller South West towns. Coastal protection is a priority, with ongoing investment helping safeguard communities, infrastructure and valued recreation areas.

- Projects such as Transforming Bunbury Waterfront embed environmental resilience, including upgraded shoreline protection and ongoing monitoring to manage coastal processes and extreme weather.

- The WA Government's Aboriginal Ranger Program and broader commitment to Aboriginal empowerment support economic participation, cultural connection and community wellbeing for Aboriginal people across the region.



Koombana Bay, Bunbury



Delivering services for the South West



Housing

New investment

- **Expanding Stamp-Duty Concessions** – for all new survey-strata dwellings, making buying a home more affordable.
- **Keystart Pre-Sale Guarantee** – \$250 million investment getting more affordable homes built sooner.
- **Regional Housing Support Fund** – \$50 million top-up to the Regional Housing Support Fund, increasing the fund's value to \$75 million.
- **Social and affordable houses** – \$1 billion for the construction of social and affordable housing dwellings.
- **\$593 million** for 500 shared equity dwellings, 165 social housing dwellings, refurbishment of properties and land acquisition.
- **\$297 million tax package** – to support first home buyers and boost housing supply, including First Home Owner duty concessions, increased First Home Owner Grant cap, and an extension of the Off-the-Plan Transfer Duty Concession.

What we're delivering

- **Housing First Support Service expansion** – Providing tailored support for people experiencing homelessness, linking them with accommodation, employment, health, mental-health, financial and social services.
- **Doors Wide Open funding boost** – Securing the future of Bunbury's peer-led homelessness service, sustaining wraparound support for people experiencing homelessness, addiction and financial hardship.
- **Bunypap Expansion Project** – Supporting the expansion of services for young people of risk of homelessness.

Growing the South West

Bunbury plays a central role in supporting the South West, with housing supply critical to the region's growth, workforce attraction and service delivery. By increasing housing availability in Bunbury, the region is better placed to attract and retain skilled workers who support communities across the South West.

Alongside new housing delivery, the WA Government continues to invest in wraparound support services in Bunbury, including Housing First initiatives, ensuring vulnerable people are supported into stable housing. Significant new investment and land releases, including the Usher residential development, will strengthen Bunbury's capacity to meet regional housing demand and support long-term growth across the South West.

We've delivered

- ✓ **\$7.3 million** renewal of Withers, redeveloping housing and improving connectivity.
- ✓ **\$5.84 million** to expand youth crisis accommodation in partnership with Accordwest.



Health

New investment

- **Bunbury Hospital Redevelopment** – additional investment of \$100.9 million in the Bunbury Hospital redevelopment. Taking total investment to \$567 million, the largest regional hospital project in the State's history.
- **\$214.1 million** for an uplift to WA Health's statewide maintenance programs.
- **\$143 million** for additional investment in medical equipment and imaging replacement program throughout WA.
- **WA Country Health Service** – \$68.6 million for additional funding to the WA Country Health Service to maintain regional palliative care, renal care, cancer and eye services, and continued support programs.

We've delivered

- ✓ **Urgent Care Clinic in partnership with the Commonwealth,** providing greater access to the care we need, when we need it.
- ✓ **Bunbury Infant Child and Adolescent Mental Health Service Hub** offering a multidisciplinary service to children and their families experiencing mental health issues.
- ✓ **Opening Bunbury's Step-Up Step-Down Mental Health Facility.**

What we're delivering

- **BreastScreen WA** – Supporting the mobile screening service and completing Stage 2 of the purpose-built Bunbury clinic fit-out.
- **Acute Care and Response Team** – Establishing a mobile mental health team in Bunbury, providing at-home crisis support and reducing emergency-department presentations.



Growing the South West

Bunbury Hospital is the South West's primary healthcare facility.

A new helipad will ensure services are accessible to communities across the entire region.

The redevelopment includes WA's first regional teaching, training and research centre, significantly boosting clinical capacity while supporting skills development, workforce retention and improved patient care across the South West.

Retention of skilled healthcare workers is being strengthened through the expansion of the WA Country Health Service Virtual Security Centre, helping the South West attract and support highly trained staff, increase operational capacity and deliver high-quality care.

Education and training

New investment

Third round of Student Assistance Payments – \$90 million will be invested to deliver a third round of the Western Australian Student Assistance Payment, which is delivering \$150 for each primary and kindergarten student and \$250 for each secondary school student.

\$145.6 million to meet training enrolment demand, and to continue discounted fee settings, including lower fee and Fee-Free training courses to the end of 2027 including at campuses in Bunbury, Busselton, Margaret River, Collie, Harvey and Manjimup.

What we're delivering

- **Eaton Community College** – for a new design and technology block featuring a commercial and domestic food studio.
- **Australind Senior High School** – Additions and improvements, including a two storey block with 10 general classrooms.

We've delivered

- ✓ **\$4.6 million** for a new roof and Early childhood education block at Eaton Primary.
- ✓ **\$3.2 million** for the Bunbury Senior High School Sports Hall refurbishment.
- ✓ **\$5.5 million** for new Pre-Primary and Year 1 classrooms at South Bunbury Primary School.
- ✓ **\$3.3 million** to upgrade South Bunbury Education Support Centre, delivering three new classrooms for kindergarten and pre primary students.



Growing the South West

Quality education underpins sustainable population growth, and the WA Government is investing in targeted school improvement initiatives across the South West. This includes funding for programs such as the Cool the Schools Initiative, with two South West schools receiving upgrades to improve learning environments.

- South Regional TAFE offers a wide range of fee-free and low-fee TAFE courses, helping students to develop the critical skills needed to support the region's workforce. Increasing local apprenticeship opportunities will continue to strengthen capacity in critical industries such as construction, as well as emerging industries, such as clean energy.

- The Regional Attraction and Retention Incentive has been extended to support recruiting and retaining staff in regional schools, ensuring Bunbury continues to attract highly skilled staff, and provide strong support services for the students.



Bunbury Waterfront

Safe and inclusive communities

New investment

- **Transforming Bunbury's Waterfront** – \$89.1 million to complete the Transforming Bunbury Waterfront project.
- **\$421 million** for child protection services plus \$46.3 million to boost support for foster and grandcarers.
- **\$288.1 million** as part of Thriving Kids for children aged 8 and under with developmental delays or autism.
- **\$60.7 million** for road safety awareness and education programs.

We've delivered

- ✓ **Hands Oval upgrade** – \$13.7 million investment to upgrade Hands Oval with the WA Government supporting bringing AFL to Bunbury.

What we're delivering

- **Foodbank Dalyellup facility** – \$8.25 million purpose-built food-relief hub, supported by nearly \$5 million in State Government funding.
- **Hay Park Precinct** – \$25.7 million to deliver new indoor basketball facilities in Bunbury.
- **Leschenault Leisure Centre upgrade** – \$18.5 million project expanding and modernising the facility with new indoor courts.
- **New Fishing Platform** – \$4 million for a new fishing platform as part of the Transforming Bunbury's Waterfront project.
- **Over \$20 million** investment in Dalyellup Community and Youth Centre.

Growing the South West

Safe and inclusive communities are central to regional liveability, and investment in family safety, sport, creative industries, and emergency services helps South West communities remain strong, connected and resilient.

Competitive sporting opportunities are an important part of regional life, with well-established facilities and clubs providing clear pathways for athletes while bringing communities together across the South West.

Regional Economic Development (RED) Grants continue to invest in locally driven projects. Round 8 RED Grants are supporting eight South West projects, which support local businesses and workforce development.



