



Shire of
Narrogin
Love the life



Business Prospectus



The Shire of Narrogin acknowledges the Noongar people as the traditional custodians of this land and their continuing connection to land and community. We pay our respect to them, to their culture and the Elders past and present.



Contents

Welcome to Narrogin	3
Map of Narrogin	4
Narrogin at a Glance	5
Live, Work and Play in Narrogin	6
A Transport Hub	8
Invest in Narrogin	9
Case Study: Thriving community great for business	10
A Tourist Drawcard	11
A Centre of Education	12



Interesting Facts

- Narrogin hosted the first Western Australian Grand Prix in 1951. The racing passion continues in Narrogin with a popular speedway, motorbike track and the hosting of the annual Narrogin Revheads.
- The first settlers in the area were shepherds and sandalwood cutters in the 1860s.
- Famous faces from Narrogin include former Foreign Affairs Minister Stephen Smith and Australian hockey players Bevan George and Brian Glencross.





Welcome to Narrogin

Located in a picturesque valley surrounded by woodlands, farming country and rolling hills, Narrogin is just a two hour drive south east of Perth and is a major service centre for the region's rich agricultural industry.

The vibrant Shire is home to about 5,000 residents and is the regional centre for nearby communities including Cuballing, Wickepin, Wagin and Williams, all of which provide a feeder population of more than 10,300 people.

The town's significant infrastructure, health, education facilities and specialty retail outlets also regularly attract more than 9,000 residents from the outlying Shires of Brookton, Corrigin, Dumbleyung, Kulin, Kondinin, Lake Grace and Pingelly, providing a total catchment of over 20,000 people.

Agriculture is the dominant industry in the region, however Narrogin's position as a key transport hub for the area, its big population base, shopping options, facilities and services and its close proximity to Perth make it a very attractive location for new business and industry.

With a steadily growing population and a newly established future industries park, the Shire of Narrogin is a forward thinking and progressive local council which is keen to attract and retain businesses and families. It is planning

for the future by opening large parcels of land for new industries and works closely with local businesses, service providers and government agencies to ensure it continues as a prosperous regional centre.

Its strategic plan aims to assist growth by promoting and supporting business development, adding value to existing industries, helping businesses wanting to relocate to Narrogin and developing and maintaining infrastructure for economic growth.

A wide choice of educational opportunities are offered including two State and one private primary schools, a senior high school, agricultural college, residential college and a TAFE campus. Nearly every sport imaginable is accessible from swimming clubs and Little Athletics to basketball, lawn bowls and archery.

Narrogin is a family-focussed town with a strong community spirit. The regional centre embraces all of the advantages of country living, free from the urban sprawl and boasting a friendly, caring community, while still having access to the services and facilities expected for modern living.

Just two hours from Perth and from the coast, Narrogin's affordable living and lifestyle makes it the perfect spot to settle.



The Noongar Aboriginal people named the area Gnarojin – meaning ‘place of water’.





Narrogin at a Glance

Location 192 kms from Perth

Population 5,000

Climate

Top average temperature of 28C in summer and an average low of 14C. In winter the average high is 18C and low 10C.

Industry

Predominantly agricultural with grain, fodder and stock production and processing. Large range of government agencies servicing the region.

Housing

Narrogin has properties to suit all budgets in both the purchasing and rental markets.

Education

Three primary schools, all catering for kindergarten and pre-primary, a senior high school, agricultural college and TAFE college.

Sport and Facilities

Leisure Complex with a heated 25m eight-lane lap pool, fitness classes, beach volleyball, indoor basketball, netball courts, squash courts and a gymnasium. International-standard synthetic hockey field. Nearly 40 active sporting groups, a skate park, library, Gnarojin Park - a unique picnic and recreational parkland alongside the Narrogin Creek, numerous parks and reserves and the nearby Dryandra National Park.

Retail/commercial

More than 25 specialty shops, and larger outlets including Coles and a seven-day per week locally owned supermarket, a country Target, three service stations, and two hardware stores.

Health

A modern 30-bed regional hospital provides 24 hour medical cover along with two doctors' practices with ten general practitioners as well as visiting specialists. Also, Silver Chain, disability care services and a child health clinic.

Aged Care

Narrogin is a hub for aged care services with Narrogin home care providing in home services, Narrogin Cottage Homes and Dillon's providing a range of residential care and a new dementia facility provided at Narrogin Cottage Homes.

Hospitality

Two motels, a modern caravan park with 3 fully accessible and 3 family units and several bed and breakfast facilities. A number of local hotels also offer accommodation options.

Transport

Narrogin is a regional road transport hub with heavy haulage routes surrounding the town. The Great Southern Rail Line is a designated Tier 1 rail line which extends from Perth through Northam and south to Albany. The Narrogin Airstrip is five kilometres from the town.



Live, Work and Play in Narrogin

The best of both worlds

Narrogin's rural lifestyle – with no peak hour traffic – and its proximity to Perth and the coast make it an ideal place to live.

The region boasts a Mediterranean climate with a mean temperature of 28C in summer and 14C in winter.

There is a strong family focus in the community with children aged up to 14 years comprising a large portion of the population. Consequently there is a large social activity network through the many local children's sporting groups, while a well-established toy library, independent play group, and Narrogin Regional Childcare Service cater for families with pre-school children.

The community has also responded to the needs of a large elderly population with excellent facilities and health care service provision for senior residents. This includes Narrogin Cottage Homes, which has 75 independent living units and a 35-bed hostel. Jessie House is a service owned and run by the Shire of Narrogin for people with dementia and other disabilities.

Narrogin Regional Hospital is a 30-bed hospital which provides a wide range of services to the greater Narrogin area, including a visiting surgeon. There are also two doctors' surgeries with more than ten general practitioners.

Housing availability in Narrogin is good with accommodation options catering for all budgets. Residential developments have been driven by strong demand from an increasing population in recent years and the Shire works closely with developers to ensure an adequate supply of land.

Within the Shire of Narrogin residential and rural residential housing blocks are available. Farming land is also an option for people and families seeking a rural lifestyle or who may want to engage in a farming business, yet still enjoy the benefits and facilities of the Narrogin town and community.

There are numerous restaurants in Narrogin and there are also a number of eating houses including several cafes and fast food outlets.



Working in Narrogin

A wide range of employment opportunities are available within Narrogin and its surrounding districts.

Health, education and State and Federal Government agencies are the biggest employers in the town attracting teaching and support staff in schools, nursing and administrative staff in the regional hospital and public service work within the numerous government agencies that service Narrogin.

Farming support industries also provide jobs for a large number of Narrogin's residents, while the agricultural industry offers employment opportunities in the wider region.

Enjoy the lifestyle

Narrogin has a very strong sporting culture with numerous high quality sporting facilities and nearly 40 active sporting groups.

Narrogin Regional Leisure Complex boasts an indoor heated leisure pool and a heated 25m, eight lane lap pool and four squash courts. Three indoor courts cater for basketball, netball and associated sports. It also has an extensively equipped gymnasium where personal training, weights and aerobic equipment are on offer.

The Narrogin Hawks Football Club is part of the social fabric of Narrogin and has a very strong following as part of the Upper Great Southern Football League. The competition provides for friendly rivalry between local communities. For the younger members of the community Auskick is very popular, as is the Gymnastics Club and Little Athletics.

Hockey has a very strong following in the region and the Narrogin Upper Great Southern Hockey Association boasts a national standard synthetic pitch.

There is also a well-supported netball association, tennis club, golf course and cricket club and there are additional sporting and oval facilities at Thomas Hogg Oval, to cater for future sports growth.

A number of parks and reserves are located in and around Narrogin. This includes the Fox's Lair Reserve, which offers walking trails, picnic areas and is a favoured spot for residents to exercise their dogs.

The region is also home to the Dryandra Woodlands National Park, which is the natural habitat for more than 100 species of birds and 24 mammals.





A Transport Hub

Narrogin is a natural epicentre for transport in the southern Wheatbelt of Western Australia where its location makes it an ideal hub for heavy haulage road routes and rail freight.

The extensive road and rail network has allowed the region to grow and prosper by supporting the major industry of agriculture, providing a vital link to regional ports as well as Perth and the eastern states.

The Great Southern Rail Line is a designated Tier 1 rail line and is managed currently by Brookfield Rail. It extends from Perth through Northam in the Avon Valley and south to Albany.

The Shire of Narrogin has embarked upon an improvement program to designated heavy

haulage routes, which have a well-established network and are heavily used by freight companies, local businesses and industry.

The Shire of Narrogin owns and operates the Narrogin Airstrip, which is five kilometres from the town centre. First built by the Royal Australian Air Force, the facility has a 1.5km, 18 metre wide sealed runway allowing large planes carrying up to 35 passengers, to land. There is also a second sealed cross runway.

A well-patronised flying club utilises the airstrip, which also has excellent facilities to accommodate a gliding fraternity.

Comprehensive facilities at the airstrip also allow easy access for the Royal Flying Doctor Service.

Invest in Narrogin

Agriculture may be the dominant industry in Narrogin, but the local council and business groups are actively encouraging new business and industry to the region.

There are many opportunities for diversification within the agricultural industry, particularly in niche product markets. This could include deer, alpaca or goat farms and olive groves. High intensity agriculture such as feed lots and chicken farms are also new business options. Viticulture presents a potential growth industry in the region with the climate suited to grape vines.

The tourism market is another area which has the potential to be explored further, particularly in attracting international visitors or day trippers.

With technology advancement and its proximity to Perth, manufacturing industries may be interested in new industrial lots, which have been released by the State Government's land development agency, and by the Shire of Narrogin.

As part of a wider push to build regional communities, the State Government's Regional Development Assistance Program is helping to open up more parcels of land



of about 4,000sqm for commercial use in the town. The council plans to further develop larger industrial lots on a 52ha parcel of land just outside of Narrogin. The area backs on to the existing industrial estate and is located adjacent to major transport routes and the Narrogin Future Industries Park.

The strongly backed Narrogin Chamber of Commerce and Industry offers ongoing support and promotion of local business. The Chamber is also a part of the State-wide voice of regional business for Western Australia, which ensures the issues and concerns of regional businesses are heard by the people who make the decisions.

With more than 9,000 members the Regional Chamber of Commerce and Industry WA provides a forum for information sharing, lobbying on common issues, forming strategic business alliances and regional networking. It also means that the Narrogin Chamber of Commerce is supported in every aspect of providing the best business community for its members.

Narrogin business and industry is backed by the Wheatbelt Development Commission, a statutory authority charged with advancing community wellbeing through self-sustaining regional development. The Commission aims to generate more jobs by creating an environment conducive to entrepreneurial development and to develop infrastructure and services to allow regional industry to compete at all levels.





CASE STUDY

Thriving community great for business

Narrogin businessman Chris Fleay believes Narrogin is a flourishing regional centre which offers wide appeal to local businesses and families alike.

Mr Fleay said the facilities and opportunities in Narrogin were second to none. Excellent local schools, boarding accommodation and high-quality sporting facilities were a big drawcard for families living in outlying towns and this created an excellent market for local business.

Mr Fleay purchased Narrogin Newsagency years ago and in that time has seen his small business grow strongly.

The newsagency is located in the town centre and is an agent for Lotterywest, has a wide range of greeting cards, stationery, magazines and newspapers. It also offers a newspaper delivery service.

"There is certainly a lot of potential for small business in Narrogin because the town has such a big drawcard in its excellent facilities for people to come here for sporting and education purposes," Mr Fleay said.

"Of course, when the children come here, their families join them and that creates a really good community atmosphere."

A Tourist Drawcard

Narrogin is at the heart of Dryandra Country – a unique National Park home to more than 100 native species of birds, 25 mammals, 50 reptiles and one of the world's most prolific wildflower regions. Promoted as one of the most exciting wildlife tourism destinations in Western Australia, visitors are keen to spot kangaroos, wallabies, echidnas and a wide range of native species.

Barna Mia, a wildlife animal sanctuary, offers guided nocturnal tours where people have the rare chance to see endangered numbats, bilbies, woylies and bandicoots foraging and nesting in their own habitat.

In spring more than 850 species of wildflowers put on a colourful show throughout the National Park, which is a short 15 minute drive from Narrogin, and is a coveted destination for flora enthusiasts and photographers alike.

There are a number of comfortable walks and trails in the area which can be enjoyed on foot, on a bicycle or in the car. The trails vary in length from one to 25km and include a drive trail with audio stories through FM radio.



History buffs will be enthralled by the region. Wickepin, a half hour drive from Narrogin, is the home of the Albert Facey Homestead which featured in Facey's book, *A Fortunate Life*. Albert Facey lived with his family at the home until the Great Depression. It has been restored so visitors can wander through the homestead and immerse themselves in what it was like to live in the early 1900s in the Western Australian Wheatbelt.

There is also an Albert Facey Heritage Trail, a half day drive in which participants can discover more about the life of the famous author.

Old buildings in Narrogin are major a tourist attraction. The town hall was opened in 1908 and now houses an art gallery and functions large and small. The Old Court House facilitates a museum and art displays.

Narrogin has a very active arts community which the Arts Narrogin group and the Nexus Gallery Committee facilitating arts and cultural activities. A must see is the newly refurbished historic Railway Station and Visitor Centre.





A Centre of Education

The education needs of every age group are catered for in Narrogin, from pre-school children to adults. As a regional centre, Narrogin also offers a 250-bed residential boarding college for students from outlying areas. The establishment of the boarding college has led to a large increase in school enrolments, allowing the schools to offer a greater range of subjects and specialty staff.

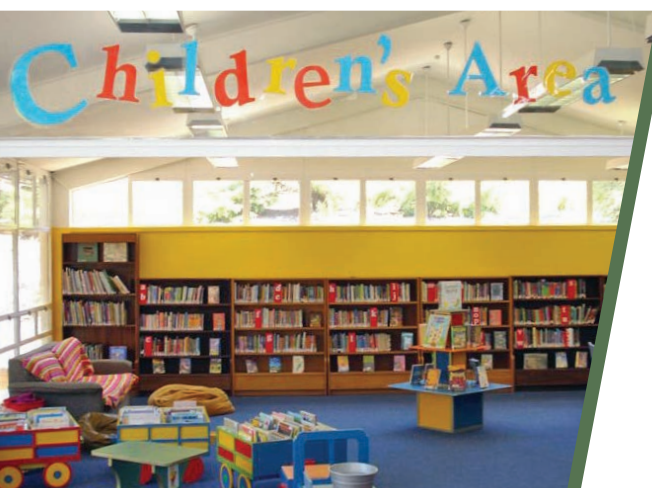
Narrogin also homes a Rural Clinical School for medical students to increase skills and gain experience working in the Regional Hospital.

PRIMARY EDUCATION

Narrogin Primary School – One of the State's Independent Primary Schools, Narrogin Primary offers places for students from kindergarten to Year 6. Its current enrolment is about 310 students and with its motto 'In the Pursuit of Excellence' the school encourages every student to be successful and a life-long learner. www.narroginps.wa.edu.au

East Narrogin Primary School – Also an Independent Primary School within the State Education Department, East Narrogin Primary is committed to providing appropriate learning programs within a positive and stimulating environment. It too caters for students from kindergarten to Year 6 and has about 230 students. www.eastnarroginps.wa.edu.au

St Matthew's School – St Matthew's is a Catholic primary school which has been serving the local community for more than 90 years. Attached to the Catholic Education Commission of WA the school is staffed by lay teachers and aims to develop the whole child – spiritually, intellectually, emotionally and physically. There are about 180 students at the school and classes cover kindergarten to Year 6. www.matthews.wa.edu.au





SECONDARY EDUCATION

Narrogin Senior High School – Founded in 1955 the senior high school offers secondary classes for more than 560 students in Year 7 through to Year 12. Novelist Fiona Palmer and Australian Olympic gold medallist and former Kookaburra's captain Bevan George are among Narrogin SHS's alumni. The school has a Trade Training Centre, Performing Arts Complex and Music Centre at its excellent facilities.
www.nshs.wa.edu.au

WA College of Agriculture Narrogin – The College is located 10km from the town centre and delivers education to Year 10, 11 and 12 students in an agricultural and trade-related context. Graduates often seek careers in farming and stations, trades in metals, mechanics and building occupations, the racing industry and agricultural service industries. A tertiary entrance program is also offered.
www.narroginag.wa.edu.au

TERTIARY EDUCATION

South Regional TAFE WA – The Narrogin campus of the Wheatbelt institute has modern facilities and offers a range of courses including business and finance, information technology and nursing. It also offers a wool and shearing academy, an automotive workshop, arts centre and horticulture nursery.
www.southregionaltafe.wa.edu.au





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www.narrogin.wa.gov.au or 08 9890 0900

Narrogin Chamber of Commerce

www.narroginchamber.com.au or 0428 812 607

Wheatbelt Development Commission

www.wheatbelt.wa.gov.au or 08 9622 7222

Narrogin & Dryandra Visitor Centre

www.dryandratourism.org.au or 08 9881 2064

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