



YANDANI GUTHARRAGUDA

# SHARK BAY INVESTMENT PROSPECTUS



# SHARK BAY KEY STATISTICS

**943**

*Permanent  
Population (2016)*

**43**

*Median Age*

**17.3%**

*Proportion of  
Children (0-14)*

**20.5%**

*Proportion of Elderly  
Residents (65+)*

**\$51,245**

*Average Individual  
Income (yearly)*

**3.4%**

*Unemployment  
(December 2016)*

**72**

*Number of  
Businesses  
(June 2015)*

**17.5%**

*Main Employing  
Industry (2011)  
Accommodation & Food Services*

**\$170**

*Median Rent  
(weekly)*

**\$1,380**

*Median Mortgage  
Repayments  
(monthly)*

**\$237,500**

*Median House Price  
(2016/17)*

**\$150,000**

*Median Land Price  
(2016/17)*

**\$ 101.90**

*Tourism  
Accommodation  
RevPAR (2015/16)\**

**59.4%**

*Tourism Accommodation  
Occupancy Rate  
(2015/16)\**

**108,000**

*Annual Visitors  
(2014-16)*

**SHARK  
BAY**

Exmouth

Carnarvon

GERALDTON

PERTH

WESTERN  
AUSTRALIA





# BUSINESS INVESTMENT HIGHLIGHTS



*World Heritage status*

*1.5 hour flight from Perth*



*Increasing visitation*



*Reliable dolphin interaction for more than 40 years*

*\$30 million private investment proposed in Shark Bay*





# LIFESTYLE HIGHLIGHTS

*Marine facilities*



*Quality education, health and recreation services*



*\$20 million public investment in Shark Bay in last five years*



*Growing permanent population*

*World-class marine research and science*







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## PRESIDENT'S MESSAGE

*The Shire of Shark Bay recognises that supporting and encouraging development will provide long-term benefits to both the local community and visitors in the form of additional services and amenities, whilst also ensuring economic and social opportunities for the future.*

The Shire's Corporate Business Plan aims to fulfil this strategic direction set by Council and is strongly underpinned by the Strategic Community Plan 2016-2031 which sets out the vision for Shark Bay's future and captures the community's aspirations and values.

Over the past six years, the Shire of Shark Bay has been able to provide substantial infrastructure developments which will be of on-going benefit to business, our growing resident population and increasing numbers of visitors to Shark Bay.

Significant investment from Council Reserves resulted in the revitalisation of the Denham foreshore with transformed and exceptional facilities for everyone to enjoy – especially for kids to have heaps of fun in the expanded, nautically themed playground.

The extension to the commercial jetty, new car and boat trailer parking facilities, finger jetty and lighting, has enhanced the shoreline and provided much improved boating and marine facilities.

The Shark Bay Shire Council will continue its economic development focus and offers potential investors a unique mix of location, lifestyle and opportunity. The time is right and we welcome investors to Shark Bay to benefit from this managed economic growth.

**Cr. Cheryl Cowell**  
**Shire President.**

# 01 ABOUT SHARK BAY

## Location

*Shark Bay is a 2.2 million hectare World Heritage Area located approximately 800 kilometres north of Perth within Western Australia's popular Coral Coast tourism region.*

Located on the western-most point of Australia, the Shark Bay Shire is one of the world's greatest wilderness treasures. It is known for its exceptional natural features and attractions such as the dolphins of Monkey Mia, renowned stromatolites at Hamelin Pool, snow white Shell Beach, Francois Peron National Park, historic Dirk Hartog Island and abundant marine life.

On the western coast of the Peron Peninsula, the townsite of Denham is the main population centre. This growing coastal town is a gateway to tourist attractions and a major service centre for the region's industries and permanent population.

Denham is located some 800 km from Perth, 405km from Geraldton, 330 km from Carnarvon and 129 kilometres west of the North West Coastal Highway which traverses Australia's western coast between Perth and Broome. Denham can also be accessed via the Shark Bay Airport which is located between Denham and Monkey Mia (24 kilometres north) and via jetty and boat launching facilities available at Denham and Monkey Mia.

## History

Shark Bay has a rich and diverse history. The Aboriginal people of the Shark Bay area are descendants of the Malgana people. They are the traditional owners of the Shark Bay area and are one of twelve language groups to be found in the Yamatji region which extends from Exmouth in the north, to Dongara in the south and across to Sandstone in the east. Archaeological research at Eagle Bluff in Shark Bay has recorded occupation dating back 30,000 years.

Shark Bay is also home to the first recorded landfall by a European on the Australian coastline, with Dutch skipper Dirk Hartog's vessel the Eendracht landing at Dirk Hartog Island, off the coast of Shark Bay, on 25 October 1616. The landing at Cape Inscription in 1616 is significant as Hartog left behind a flattened, engraved, pewter dish. The dish was nailed to a wooden post and inscribed with a record of his visit. This represents the oldest such evidence of European contact with Australia.

*In 2016, the region marked the 400th anniversary of Dirk Hartog's landing at Cape Inscription with the support of \$26 million of government investment. As part of the commemorations, the State Government is managing a ground breaking project to restore the vegetation and animal habitats of Dirk Hartog Island to how they would have appeared to Dirk Hartog in 1616.*

Dutch Captain De Vlamingh revisited the site in 1697. He was followed two years later by buccaneer William Dampier - the first English Captain to explore the West Australian coast. Dampier bestowed Shark Bay with its present name in July 1699 before sailing for Timor.



The French followed in Dampier's wake. In 1772 Captain Louis-Francois Saint Alouaran arrived at the northern tip of Dirk Hartog Island (Turtle Bay) and formally claimed the continent for France two years after the British claimed Australia at Botany Bay. In 1801 a French scientific expedition under Captain Nicholas Baudin aboard the *Geographe* arrived in Shark Bay. Accompanied by the vessel *Naturaliste*, Captained by Emmanuel Hamelin with naturalist and explorer Francois Peron aboard, the ships explored and chartered a wide area of Shark Bay. Many landmarks and coastal features carry French names to this day.

The guano, pearling and pastoral industries came to prominence in the Shark Bay area during the 1860s. Captain Henry M Denham aboard HMS *Herald* completed charting the entire Shark Bay coastline in 1858. The town of Denham is named in his honour. By the turn of the century the guano and pearling industries had collapsed and the pastoral and fishing industries were the mainstay of the local economy.

Sandalwood has also been exported on and off for over 100 years with the first shipment going to south east Asia in the 1890s. Today tourism, fishing, salt production, scientific research and population services are the main industries within Shark Bay. The area became World Heritage listed in 1991 - the first in Western Australia.



# 02 SERVICES & INFRASTRUCTURE

## Services

*Visitors, businesses and residents in the Shark Bay region are supported by a range of quality services.*

- Shark Bay School
- State Emergency Services
- Bush Fire Brigade
- WA Police
- Department of Primary Industries and Regional Development (Fisheries)
- Department of Biodiversity, Conservation and Attractions
- Water Corporation
- Horizon Power
- Silverchain Medical Centre
- St John Ambulance
- Shark Bay Pharmacy
- Shark Bay Airport
- Shark Bay World Heritage and Discovery Centre
- Shark Bay Community Resource Centre
- Shark Bay Community Sport and Recreation Centre
- Supermarkets
- Cafes and restaurants
- Hotels, motels and serviced apartments
- Caravan parks
- Boat pens, ramps and marine facilities
- Shire of Shark Bay services

## Key Infrastructure

*Properties in Denham are well supported by access to utility services.*

The majority of Denham and the areas closest to the coastal foreshore and Knight Terrace have been provided with sewerage through an infill sewer program. Some of the northern sections of the main Denham townsite remain unsewered. Those undeveloped properties continue to rely on on-site treatment and disposal systems.

Denham is on a unique dual supply system of saline and desalinated water. About 60% of the water is treated at the desalination plant, stored in a tank and distributed around the town for drinking water purposes. The untreated water is stored in a separate tank for distribution around the town for non-potable use.

Denham has its own power supply provided by wind turbines and diesel generators. Remote properties utilise diesel and renewable energy and battery storage systems.

Major roads between Denham, Monkey Mia and regional locations are sealed and regularly maintained, with up to \$1.5 million being spent on Shire roads each year.





# 03 MAJOR PROJECTS

## Public Works Programme

A range of government funded initiatives have been delivered over the past five years, including new infrastructure and interpretive material on both Dirk Hartog Island and in Denham.

*More than \$20 million has been invested in public amenity and infrastructure over the past five years in Shark Bay.*

The most notable investment has been the **\$7 million transformation of Denham Foreshore**. The revitalised foreshore is anchored by a waterfront promenade, all ages adventure park, shade shelters and an interpretive trail.

This foreshore upgrade was **complemented by multi-million dollar works to the Denham marine facility**, including a \$2.2 million extension to the service jetty, new jinker jetty, car and boat trailer parking area upgrades, new fuel facility, toilet and services upgrades and other associated marine infrastructure upgrades. The popular marine facility accommodates in excess of 50 boat launches per day.

In excess of \$2.1 million of works was also undertaken to **replace the jetty at Monkey Mia and upgrade boat ramp infrastructure**. Water Corporation and the Shire of Shark Bay have also invested \$3.1 million in water infrastructure at Monkey Mia to support the redevelopment the Monkey Mia Dolphin Resort.

Increasing visitor and permanent population levels meanwhile have resulted in **numerous upgrades to community services**. Major projects have included a \$2 million upgrade to emergency services infrastructure, a \$1.2 million upgrade to the Shark Bay Police Station as well as television re-broadcasting infrastructure works.

These projects have complemented the **\$7 million Shark Bay Sports and Recreation Centre** which was completed in 2012. The all-weather venue in Denham now provides indoor sports and recreation facilities, a state-of-the-art gymnasium and a multi-purpose meeting room that can cater to up to 90 people.

Works have also been undertaken to improve access to campgrounds and tourism attractions as well as facilities at visitor attractions. Recently, the State Government invested \$730,000 in works at the Big Lagoon Campground at Francois Peron National Park which have vastly improved the visitor experience.

Shark Bay continues to receive significant government investment.

The **\$22.5 million second stage of the 'Return to 1616' Dirk Hartog ecological restoration project** commenced in late 2016. The project aims to return the island's natural ecosystems to how they were 400 years ago, with thriving native mammal populations. Rufous and banded hare-wallabies are the first species to be reintroduced to the southern part of the island following eradication of feral cats. Other species to be returned to the island include chuditch, mulgara, greater stick-nest rat, desert mouse, Shark Bay mouse and the heath mouse. A further two threatened hare-wallaby species will also be introduced to the island to improve their conservation status.

Other planned local and state government investment includes an expansion of seniors housing, upgrade works at Shell Beach and works associated with the proposed South Peron Conservation Park.



## *Monkey Mia Dolphin Resort Redevelopment \$15M*

Famous for its kilometres of secluded crystal blue waters, pristine white sand beaches and dolphin interactions, the RAC Monkey Mia Dolphin Resort offers beachfront accommodation catering to all budgets as well as caravan and camp sites.

RAC Monkey Mia Dolphin Resort is preparing an exciting upgrade and expansion of its caravan, camping and resort facilities. As part of this re-development, the first \$15 million stage will include increasing the number of powered bays (including beachside bays), villas and cabins, upgrading camping and ablution facilities, and building a modern Beachfront Plaza with a new reception and retail space. Other features include a second pool to the resort and undertaking landscaping to improve the visitor experience.

Future stages will include works that will increase the capacity of the resort by approximately 60%.

## *National Broadband Network*

Planning is underway to rollout the **NBN in Denham by mid-2018**. The new infrastructure will considerably improve digital telecommunications in the area.

## *Naturebank*

Naturebank is a State Government initiative that aims to prepare sites for development of quality environmentally sensitive tourism accommodation in the state's national parks. Naturebank offers opportunities for suitably experienced developers to create exceptional eco-tourism experiences that provide visitors with an appreciation of local natural and cultural values.

Through ensuring that a Naturebank site has appropriate clearances and availability of the necessary infrastructure, any upfront uncertainty is removed and the business developer can proceed with confidence.

Naturebank is jointly managed through a partnership between the Department of Biodiversity, Conservation and Attractions and Tourism Western Australia. It is intended to be an ongoing programme with new destinations and sites progressively explored.

Within Shark Bay, Wild Bush Luxury, owners of the Sal Salis Ningaloo Reef eco-luxe wilderness tent experience, is currently progressing plans to replicate a similar experience in the Francois Peron National Park.

Contact the Shire of Shark Bay, Department of Biodiversity, Conservation and Attractions or Tourism Western Australia to discuss Naturebank opportunities in Shark Bay.

## *Coburn Heavy Mineral Sands*

Coburn Heavy Mineral Sands is a fully permitted, construction-ready project located near the coast in Shark Bay, 250kms north of the major minerals port of Geraldton, with access to roads and gas from the Dampier to Bunbury natural gas pipeline. Coburn has a projected mine life of almost 20 years and has to date been the subject of some \$30 million of pre-construction work. Strandline Resources, owner of the Coburn project, is seeking finance partners for the required **\$173 million capital works**.

## *Hamelin Reserve*

Bush Heritage Australia, new owners of Hamelin Station, has focussed on the removal of sheep and goats, decommissioning water points, and repair of infrastructure across the 202,600 hectare property. Planning is underway to redevelop the homestead precinct to establish a world class research centre and eco accommodation product to complement the restored shearers' quarters and 30 unpowered camping sites (a throwback to the days when Hamelin was a working sheep station).

# 04 RESOURCES & INDUSTRIES



*Shark Bay supports Western Australia's major fisheries for prawns, scallops, snapper and western sand whiting. Fishing is one of the main industries in Shark Bay and is worth millions of dollars. Commercial fishing in Shark Bay became an effective alternative to the weakening pearl industry in the 1930's.*

Sand Mining is an important opportunity for the region, with sizeable deposits of heavy mineral sand, rich in titanium and zircon (situated within the northern tip of the Francois Peron National Park and just south of Hamelin Pool).

The nature of the inlet system in the Shark Bay region makes salt mining an important industry for the region. The shallow, high salinity water of Useless Loop allows for crystalliser ponds to be built in the area, producing high quality salt at a competitive price point. The salt mine is the largest business in the region.

Given the unique hydrological systems and high level of evaporation and marine biodiversity, aquaculture is a logical industry to develop in the area. Some of the potential species that can be cultured in the bays are rock oysters, pearl oysters, clams, sponges, and abalone. There are numerous existing hatchery zones with a mixture of research and commercial production capabilities. Live rock for aquariums is also becoming a focus of aquaculture activity in the region.

## *\$50 million*

*Value of Annual Catch, Marine Stewardship Council-certified Shark Bay Prawn, Exmouth Gulf Prawn and Shark Bay Scallop fisheries (2015/16)*

Prawns are also a potential growth industry, with up to 27 prawn trawler vessels operating in the past.

The Shark Bay Beach Seine and Mesh Net Managed Fishery provides the highest proportion of the whiting catch for the state, with a total catch of 99 tonnes in the 2015/16 financial year.



# 05 LIVE, WORK & INVEST IN SHARK BAY

## *World Heritage Listed Area*

*Shark Bay World Heritage Area is testimony to the wonders of the natural world. Famous for its friendly Monkey Mia dolphins, there are few places in the world where you can experience marine wonders as you can in Shark Bay. On any visit you're likely to spot turtles, dolphins, manta rays, whales and dugongs, be it on a boat or from the shore or you can just relax amongst the stunning white beaches, crystal clear waters and rust-red sand dunes.*

Shark Bay's remote location has protected it from changes which have degraded most of the world's seagrass ecosystems. Its vast seagrass meadows are the largest and richest in the world, providing a safe haven for one of the world's most stable dugong populations (numbering about 10,000) green and loggerhead turtles; with loggerhead turtles nesting on the beaches of Dirk Hartog Island and Heirisson Prong (Edel land/Steep Point). Shark Bay is also an important nursery ground for crustaceans, fishes and shellfish.

*The Shark Bay Ecosystem Research Project is an international research collaborative project involving researchers from Florida International University and Simon Fraser University with the goal of understanding the dynamics of one of the world's most pristine seagrass ecosystems.*

Humpback whales and calves use the bay as a staging post in their migration along the coast. This species was reduced by past exploitation however it is recovering and is now estimated at up to 3,000. A refuge for many rare and endangered

species, the Shark Bay area contains significant populations of approximately one fifth of Australia's threatened mammal species.

Shark Bay contains, in one place, the world's most diverse and abundant examples of Stromatolites - the oldest life form on Earth. Hamelin Pool Marine Nature Reserve is the only place in the world with a range of Stromatolites comparable with fossils in ancient rocks.

At nearby Shell Beach, this beautiful snow-white beach is made up of millions of tiny shells up to 10 metres deep and stretching for over 120 kilometres.

Steep Point is the most western point of the Australian mainland and features the magnificent Zuytdorp Cliffs, towering 170m above sea level.

For those who like a little seclusion, Dirk Hartog Island offers a peaceful retreat with beautiful scenery and private white sandy beaches.

## *Marine Science Research*

The diversity of marine life and natural wonders of Shark Bay support marine science endeavours, recreational fishing, diving and wildlife tourism across the region.

*Ocean Park Aquarium is a popular tourism attraction as well as a recognised conservation and marine research facility which attracts approximately 48,000 visitors each year.*

# 06 PEOPLE, AMENITIES & LIFESTYLE

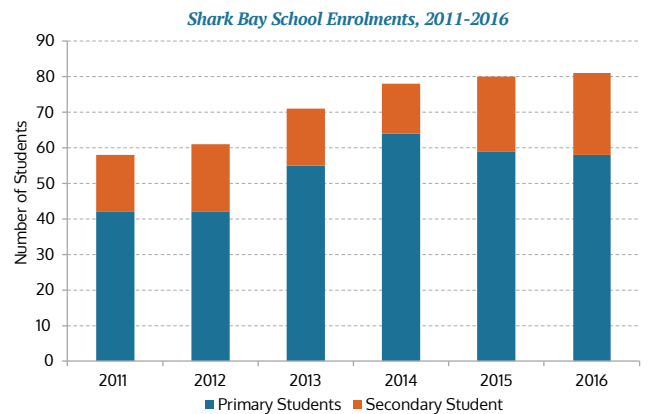
*Shark Bay attracts people for its unique natural amenity and coastal lifestyle. Bounded by water and limitless recreation opportunities, it's a natural paradise. At the same time, population growth and high levels of visitation have supported the expansion of essential health, education and community services including more than \$20 million of investment in public amenity and facilities over the 2013 to 2016 period.*

Combined with affordable coastal house and land prices and expanding employment opportunities, Denham has experienced an increasing permanent population over recent years. The resident population increased 7.4% between June 2011 and June 2016. Notably, the town has experienced significant growth in working adult and family population levels.

Once regarded as a small fishing and pearling town, Denham has transformed into a coastal lifestyle and tourism destination which accommodates in excess of 2,500 persons during peak periods. Government investment has supported the expansion of education, health and community services, and public amenities in recent years.

## Education

Shark Bay School offers kindergarten to year 12 classes in Denham in a small school environment where all staff have close knowledge of each student. The School of Isolated & Distance Education (SIDE) complements specialist facilities such as early childhood rooms, manual arts, home economics, science and art facilities. Enrolments at the school have increased 25% over the past five years. The school is complemented by education and training facilities at the Shark Bay Community Resource Centre which support distance learning opportunities.





## Shopping and Dining Options

Denham is home to two supermarkets, conveniently located on Knight Terrace, providing options for grocery shopping needs. There is a range of quality accommodation available in Denham. There are a variety of bars and restaurants offering high quality food, with a focus on locally sourced seafood, such as The Boughshed, Shark Bay Hotel, Oceans Restaurant, Heritage Resort and the Old Pearler.

## Health and Community Services

Shark Bay has a complete suite of health services available to residents. Silver Chain Medical Centre and regular doctor visits offer general medical care from Monday to Friday. In addition, the St John Ambulance Service and Royal Flying Doctors service offer emergency care response.

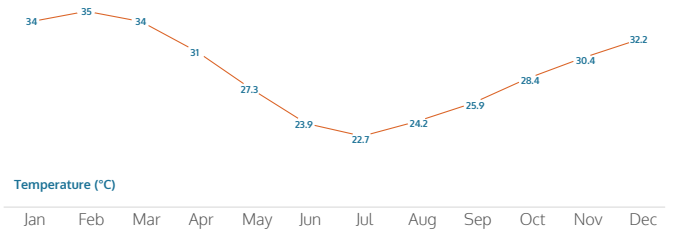
Shark Bay Pharmacy provides pharmaceutical supplies, and fills medical prescriptions.

The Shark Bay Community Resource Centre is a not-for-profit organisation supporting the area and strives to provide community programmes that are comparable to those in metropolitan areas. The Centre offers a range of community services, such as computer access, meeting room facilities, and training in the use of technology. The centre is also an agent of the Department of Human Services, providing Medicare, Centrelink, and Child Support administration services.

## Climate

Shark Bay experiences a temperate climate, with an average max temperature of 29°C, which sits comfortably above the 25°C experienced in the Perth metropolitan area. Average annual rainfall in Shark Bay is relatively low at 210.7mm per year.

Temperature Shark Bay Monthly Averages



## Recreation

In addition to spectacular tourism offerings in this World Heritage listed area, Shark Bay boasts a multitude of recreation options. The \$7 million Shark Bay Sports and Recreation Centre, constructed in 2012, provides indoor multi-use courts, function rooms, and a state-of-the-art gymnasium.

The Shark Bay Arts and Entertainers regularly host community events, such as live theatre, art workshops, exhibitions, and festivals.

Boat facilities and ramps are available in Denham, providing access to the incredible marine recreation opportunities on offer in the Shark Bay area, such as fishing, snorkelling, and kite-surfing. The calm water of the bay is perfect for kayaking and stand-up paddle boarding.

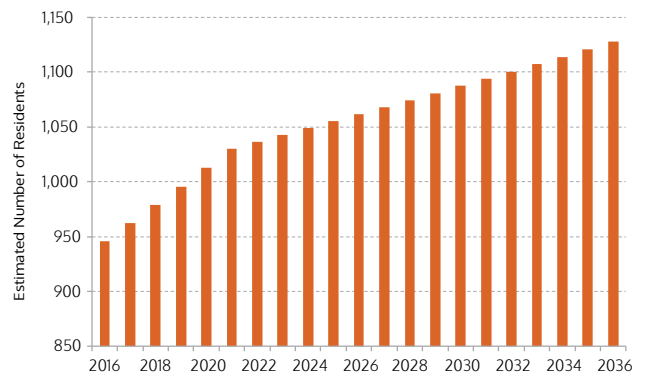
## Transport

Shark Bay is easily accessible off the North West Coastal Highway, along the Denham-Hamelin Road, which is sealed and well maintained by the Shire. All roads within the town of Denham, including Monkey Mia Road are also sealed. Shark Bay Airport receives regular commercial services from Skipper Aviation, with approximately 3,200 passengers passing through the airport in the 2016/17 financial year. The State government seeks to maintain regional air services with the commitment to tender late 2017 for ongoing RPT air services between Perth - Shark Bay and Monkey Mia. In addition to this, the Shire spends up to \$1.5 million on roads and road maintenance each year.

## Live in Western Australia's most affordable coastal development

To help meet increasing demand for homes, LandCorp – the State Government land development agency – has developed stage one of a new residential estate 500 metres from Denham town centre. To provide lifestyle options, a range of lot sizes varying from 660sqm to 918sqm are available. The layout of lots take advantage of the natural geography and are oriented to maximise solar access and capture water and inland views, while ensuring the view from Little Lagoon and the scenic tourist route are protected by natural land features.

Population Forecasts, 2016-2036





# 07 TOURISM

*Being one of only 21 sites worldwide to satisfy the four natural criteria required for World Heritage listing, Shark Bay is home to awe-inspiring natural beauty.*

In the waters of Shark Bay there is no shortage of opportunities to interact with the local marine life. The vast meadows of seagrass along the coastline attract dugongs, which can be viewed on one of the many boat trip encounters. Manta rays are also known to frequent the area on migration routes. Whale watching, and marine safari trips are available from the Ocean Park aquarium, Perfect Nature Cruises, and Shotover Cruises.

There are over 820 species of fish in the waters of Shark Bay, and the area is popular among fisherman looking to catch flathead, whiting, and pink snapper. Charter fishing tours operate regularly (weather dependent).

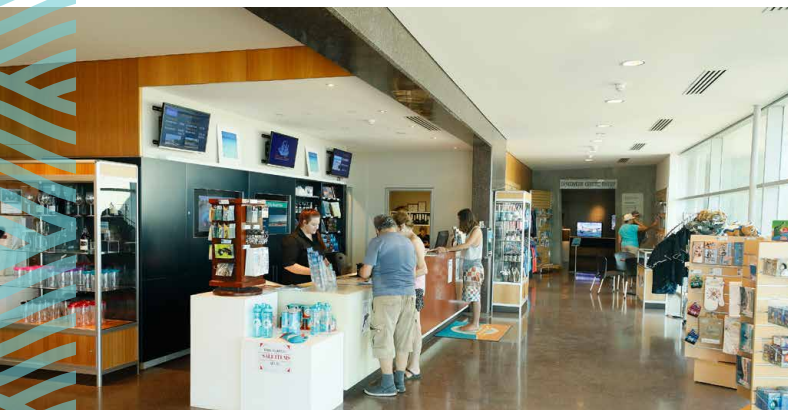
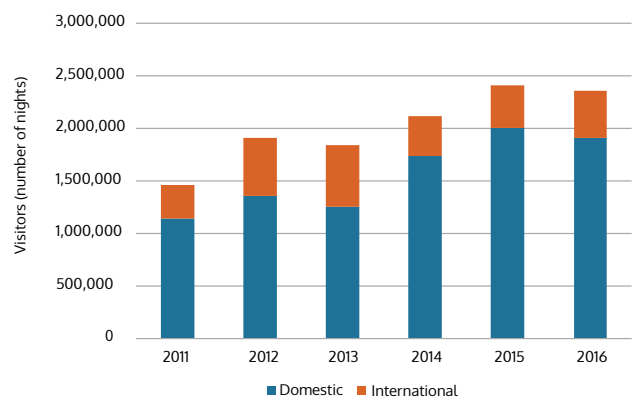
The Department of Biodiversity, Conservation and Attractions host dolphin feedings at the Monkey Mia Dolphin reserve up to three times a day, with between 5 to 20 dolphins regularly coming to shore to be fed by visitors.

The Ocean Park Aquarium offers dive adventures, which take visitors to the waters surrounding Shark Bay and provide them with the opportunity to snorkel and scuba dive with a number of unique sea creatures, including sea turtles,

dugongs, and a multitude of different species of sharks. The Aquarium also offers a direct shark diving experience where divers can swim with sharks in WA's largest shark lagoon.

The Francois Peron National Park was once a pastoral sheep station, but is now a national park with a historic heritage precinct. The national park features numerous walking trails, taking visitors over the red dunes and bushland towards the clear turquoise water along Shark Bay's northern coastline. The park is popular among four-wheel drive enthusiasts, and there are a number of camping areas, including the Big Lagoon, Herald Bight, and Bottle Bay.

Visitation to Gascoyne Region (Shark Bay, Exmouth and Carnarvon)





The Peron Heritage Precinct Shearer's Quarters offers displays of early European pastoral history; Malgana cultural heritage and interpretive displays of local fauna. Visitors can also enjoy the Artesian Hot Tub and BBQ area.

Shark Bay was first inhabited by the Malgana Aboriginal people, with over 130 Aboriginal heritage sites in Shark Bay, including middens, quarries, rock shelters and burial sites. The Aboriginal people of the region support and provide cultural walking tours, which take visitors through the bushlands of Shark Bay, providing historical context and introducing visitors to bush tucker and natural medicines used by the Aboriginal people who lived on the land for thousands of years.

### *Forecast Visitation to Western Australia (2016/17 to 2026/27)*

*International  
Visitors up*

**67.9%**

*Domestic  
Visitors up*

**32.9%**



# 08 STARTING A LOCAL BUSINESS

*Shark Bay welcomes all businesses, from sole traders to international organisations, and has a range of local services and State Government agency presence in the region to assist your endeavour.*

If you are seeking to invest, set up, relocate or expand your business in Shark Bay, contact the Shire of Shark Bay today. The Shire of Shark Bay can assist with planning approval advice and support, site selection and facilitating introductions to local industry contacts, the Shark Bay Business Association and government bodies.

**35 new**

*businesses registered in the Shire of Shark Bay between 2012 and 2015*

*Shark Bay's pristine, natural beauty is unsurpassed globally and provides iconic and unique footage marketable to international multi-media platforms whose appetite for understanding our natural world is increasing exponentially. With diverse marine mega fauna, including dolphins, turtles, manta rays, sharks, whales and dugongs combined with thriving Aboriginal cultural awareness, a colourful Early Explorer, Pearlising and Pastoral history, outstanding modern infrastructure and facilities, Shark Bay represents one of the last global frontiers for truly unique Australian environmental documentary film making.*

**Leon Deschamps and Shayne Thomson**  
FINN Films-Shark Bay



# 09 INVESTMENT & BUSINESS OPPORTUNITIES

## *Retirement and Aged Care Services*

Shark Bay is a prime destination for aged care and retirement living investment. Its lifestyle, amenity and essential services have historically attracted many permanent and semi-permanent retirees who are creating a significant and growing need for retirement and aged care services in Shark Bay. Current visiting doctor, health and medical services are offered through the Silver Chain Health Centre.

The Shire of Shark Bay has invested significantly in community infrastructure to accommodate this demographic, thus positioning Shark Bay as a lifestyle retirement destination. As such, retirees have moved to Shark Bay in their hundreds. The number of permanent residents 65 years old and above has increased 52% since 2006 and the State Government expects this cohort to increase a further 60% over the next decade. Meanwhile, there were a further 600 non-permanent residents aged 65 and above recorded in Shark Bay as of mid-2016, with many of these residents based in Shark Bay for several months of the year and looking to move to Shark Bay on a permanent basis. Meanwhile, retired residents in Shark Bay are generally more affluent than Australian averages, with residents much more likely to be funded independently and owning their home outright.

Affordability is another drawcard, while existing assets within the community such as quality community services, recreational facilities and a busy calendar of community activities all add to the allure. As a result, there is a high and growing demand for new facilities, services and resources to cater for this demographic, which presents investors with a prime opportunity to take action.

## *Tourism Accommodation and Services*

Shark Bay is recognised as one of the most remarkable places on the planet to visit and it is fast becoming a world renowned destination. Its abundance of natural attractions, events and tourism services and more than \$20 million of public infrastructure works have already supported growth in visitor spending equivalent to 26% over the past five years and approximately 115,000 visitors per annum.

Home to untapped attractions and opportunities, Shark Bay has substantial potential to respond to an increasing appetite for nature-based tourism and capture an increasing share of forecast visitation growth.

*From 2016/17 to 2026/27, the number of International visitors coming to WA for holidays is set to increase by approximately 71%, an annual growth rate of 5.5%.*

There are a range of opportunities for high quality and budget friendly eco-accommodation options at Dirk Hartog Island and Francois Peron National Park.



## Research, Science and Education

Being one of only 21 world heritage listed areas globally which meet all four natural criteria; there is a tremendous amount of biodiversity in the marine environment of Shark Bay. One of the key unique features of the region, are the stromatolites of Hamelin Pool. The stromatolites are important reference points for the evolution of human life, and are the best specimens that exist in the world.

Aquaculture for research purposes is growing in importance, as the unique climate and geographical features of the area create ideal conditions for the cultivation of marine life, such as abalone and pearls. Licenses are regularly obtained for largescale aquaculture operations within the Bay.

There are a number of current research projects in the Shark Bay region. The Shark Bay Ecosystem Research Project (SBERP) is an international research collaboration with the goal of understanding the dynamics of one of the world's most pristine seagrass ecosystems. Shark Bay has been resistant to the environmental damage humans can cause due to the relatively small and isolated population, and because of this, there is a thriving ecosystem with many unique marine species, such as dugongs, tiger sharks, dolphins, and multiple sea turtle species. SBERP is committed to using their research to develop educational resources for a range of different groups, from prospective marine biologists to high school teachers.

The Shark Bay Dolphin Project (SBDP) was one of the initial research projects in the Shark Bay area. Based at Monkey Mia, researchers from all over the world collate data on the ecology, development, social structure, and feeding dynamics of the sizeable dolphin population.

*In addition to these large scale research projects, many researchers travel to Shark Bay for shorter research projects. Partnerships with UWA and the West Australian Marine Institute have produced a number of papers regarding the algae and seagrass of the marine environment.*

## Aquaculture and Fishing

Shark Bay offers aquaculture investors the right elements for world-class operations. Thanks to a history of investment in fishing and pearling sectors, aquaculture opportunities are supported by established infrastructure and land use planning.

Blue Lagoon Pearls commenced operations in late 1993 at Red Cliff Bay (off the Peron peninsula) has been operating for over 17 years and has three licenses in Shark Bay. This pearl farm is a leader in hatchery technology and can produce approximately 18 million juvenile shell in only 8 weeks.

Commercial fisheries in the Shark Bay area operate in both State and Commonwealth waters, and are carefully managed for environmental impact. The most valuable species caught include whiting, mullet, crabs and pink snapper, with Shark Bay fisheries providing the majority of the state's annual catch of whiting. Prawn trawlers have operated in the Shark Bay area since the 1930s, contributing significantly to the region's economy.

This opens up countless opportunities for investors to expand upon the current aquaculture sector within the Shire, and many current aquaculture producers are undergoing research and development practices in cultivating different species due to the uniquely productive marine ecosystem.

Recreational fishing is a major activity of visitors and locals and also a tourist attraction. Line fishing has been a highly popular activity and is conducted from boats, beaches and cliffs.

# 10 DEVELOPMENT OPPORTUNITIES



## 1 Sunday Island Bay Eco-Accommodation Sites

Sunday Island Bay is located on Dirk Hartog Island in the pristine Shark Bay Marine Park. The island is an important nesting ground for the loggerhead sea turtle and is undergoing a significant \$22.5 million restoration project which will re-introduce species to the island. Unique future opportunities exist to establish eco-tourism accommodation and education facilities within freehold titled land at Sunday Island Bay.

### Key Features

Freehold eco-tourism development sites on Dirk Hartog Island. Zoned 'special use'.

## 2 Turtle Bay Eco-Lodge

Turtle Bay on Dirk Hartog Island is the landing place of Dutch explorer Dirk Hartog and his crew 400 years ago. The private land owner is seeking expressions of interest for the development and/or operation of an eco-camp subject to development approval.

### Key Features

Remote Turtle Bay eco-tourism development opportunity.

## 3 Lot 378 Dampier Road

This 3.8 hectare site in Denham is earmarked for residential development. This lot is located on the northern edge of the townsite and offers ocean views of Nicholas Point.

### Key Features

3.8 ha 'residential development' zoned site.

## 4 Lot 3001 Stella Rowley Drive

This centrally located and elevated lot is located in the heart of Denham, adjacent to residential development and a public road reserve. This 4.6 hectare site is currently Unallocated Crown Land and would require a scheme amendment.

### Key Features

Elevated development site. 200m from ocean.

## 5 Lot 3002 Francis Road

This 4.6 hectare centrally located and elevated lot is walking distance to the town centre, school and foreshore. This 2.2 hectare site is currently Unallocated Crown Land and would require a scheme amendment.

### Key Features

4.6 ha development site. 400m from ocean.

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**Lot 9502 Denham Road**

This large 8.8 hectare development site is located on the eastern edge of the Denham town centre. This elevated development site offers unique coastal views for any future development.

**Key Features**

8.8 'special use' development site. Ocean views.

7

**Lot 9000 Denham Road**

Located adjacent to a residential development, this 2.8 hectare site is located along the entry to Denham on the corner of Shark Bay Road and Monkey Mia Road. Currently zoned 'special use'.

**Key Features**

High exposure site. Zoned 'special use'.

8

**Lot 9500 Monkey Mia Road**

This large lot on the eastern edge of the town of Denham is in a prime position for a variety of different land uses. This lot is partly zoned as 'residential development' and 'special use'.

**Key Features**

17.7 ha lot. Currently zoned 'residential development' and 'special use'.

9

**Lot 296 Stella Rowley Drive**

This large ocean-front lot to the west of the townsite has the potential for many uses. A proposed marina incorporating this site has been previously proposed, incorporating commercial, residential and tourism accommodation uses. The site is currently Unallocated Crown Land zoned 'special use'.

**Key Features**

6.1 ha ocean-front lot. Currently zoned 'special use'.



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*RAC’s investment in the RAC Monkey Mia Dolphin resort, and its multimillion dollar planned expansion and redevelopment, demonstrates RAC’s confidence in the tourism potential of Shark Bay. RAC is investing in quality holiday accommodation in key tourism destinations around Western Australia, such as Shark Bay. Its objective is to create a range of consistent, reliable quality accommodation options, helping to preserve the traditional WA holiday for current and future generations of West Australians and wider tourism markets. Shark Bay is a unique tourism destination and offers some of Western Australia’s most iconic tourism experiences. The redeveloped RAC Monkey Mia Dolphin resort will help market Shark Bay as both a destination in its own right, and an integral part of a tourism drive route within RAC’s portfolio of properties north of Perth.*

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***James Hewitt***

*General Manager Strategy and Development*

*RAC Parks & Resorts*

# CONTACT US

*The Shire of Shark Bay is committed to attracting new businesses, residents and visitors to our region.*

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