

INVESTMENT FOCUS

Midland

Midland is the City of Swan's CBD and the second largest employment centre within the local government area. It is a Western Australian 'Strategic Metropolitan Centre' with strong future growth potential, supported by local and state government policies.



\$9.1B

CITY OF SWAN GRP



16KM

MIDLAND DISTANCE FROM
PERTH CBD




14,448

 2016 POPULATION

20,974

 2036 POPULATION

45%


LARGELY THROUGH
INCREASED DENSITY.

VALUE OF MAJOR
PROJECTS - COMMITTED
AND POTENTIAL

\$490M

 PUBLIC

\$4.7B

 PRIVATE

CENTRAL BUSINESS DISTRICT OF THE EAST AND NORTH EAST

Occupied by settlers since 1832, Midland has a rich, vibrant and diverse history, at various stages playing a very important role in the growth and development of Western Australia. The land area of Midland suburb covers approximately 500 hectares while it's 'Activity Centre' covers some 182 hectares.

Previously named Midland Junction, it served as the location for the junction of two major roads (Great Northern Hwy & Great Eastern Hwy) and also Perth's freight and passenger rail services for the north and east that pass through Midland from other major cities and Great Eastern Hwy remains the major road traffic route to the eastern states of Australia.

LOCATION IS KEY

Midland is a 25 minute drive from the Perth CBD and 10 minutes from Perth's international and domestic airports.

Due to its location, Midland acts as the gateway to the Swan Valley, Avon Valley and the Wheatbelt. Midland CBD's catchment stretches far beyond the City of Swan boundaries. Midland's immediate catchment population is forecast to expand by 62% by 2036. The number of households is expected to increase by 69.4% to 82,203.

Being the primary business centre in the east and north east, its businesses attract and service residents of Perth Hills, Chittering, Gingin, the Wheatbelt and the Avon Valley and likely further afield.

A BIGGER FUTURE

Planning and development to accommodate this growth continues.

Major transformation projects include a regional hospital/health campus, Railway Square, Midland Sale yards, Midland Oval redevelopment and Midland Gate Shopping Centre expansion.

All the planning and transformational projects won't just make Midland grow, it's expected to attract and further diversify the area's commercial activity as well. Midland will be home to a new medical school campus operated by Curtin University; this is expected to attract local and international students to the area.

Redevelopments within Midland have and will continue to deliver diversified housing options, with a focus towards sustainable increases in density, particular in the immediate area around the CBD and close to the Midland train station.

ACTIVATING GROWTH

The City of Swan and the Metropolitan Redevelopment Authority has invested heavily in order to understand, create and subsequently implement place activation strategies for the redevelopment precincts in Midland. By creating vibrant, engaging and safe spaces, the precincts and its collective area, will improve community connections and assist in attracting new residents and visitors to Midland.

In addition to other visitor attraction strategies, free 24hr Wi-Fi is available in the Midland CBD precinct to assist in extending visit durations and help businesses and people stay connected as we venture further into the 'internet of things' era.

SO WHERE ARE SOME OPPORTUNITIES?

- Development - There are various vacant sites within the MRA controlled precinct surrounding the old railyard workshops suited to residential, retail, commercial office and entertainment projects. In the past ten years, new developments in the area have included high density residential, large format retailing, general retail, commercial/medical space and tourist accommodation. Transforming previously derelict area into a lively precinct.

Numerous sites in the Midland city centre are under utilised and significant opportunities exist for investors and developers to undertake renewals/ refurbishments/extensions or redevelopment of these sites to increase their financial return potential.

Midland's residential area is also characterised by old dwellings on larger lots, and past rezoning has permitted higher density development (up to R160 in some central locations and high densities STCA) which has led to many sites being redeveloped into medium and high density dwellings. Opportunities for such projects remain abundant in the area.

- Education - Being a major metropolitan centre with good amenity and public transport attributes, higher education enterprise opportunities exist in Midland, to cater for local north eastern corridor residents and non-locals - including regional, interstate and international students. Opportunities exist for operators to compliment the offerings at North Metropolitan TAFE's Midland campus, and the new Curtin University medical campus scheduled to be opened in 2019. In particular, the growing Asian student market delivers opportunities for new facilities and institutions offering language development, vocational and 'bridging' courses targeting this market.
- Retail - Opportunities are being presented in the future Midland Gate expansion, and the new bulky goods precinct along Clayton Street. As previously mentioned, numerous sites along Midland's retail strips with ageing improvements are primed for redevelopment.

Recent and future residential developments within the region will drive population growth. Therefore the region will also require additional retail facilities and retailers in numerous retail sub sectors including; supermarkets, café and restaurant, small bars, homewares, electrical goods etc.



INFORMATION AND SUPPORT

There are many other opportunities available in addition to those mentioned previously, the City of Swan welcomes you to contact us to find out more. There are also numerous channels of information and support available to assist existing and new businesses:

City of Swan

www.swan.wa.gov.au/Business-support

www.swan.wa.gov.au/Develop-invest

www.swan.wa.gov.au/Develop-invest/Reasons-to-invest

Email: business@swan.wa.gov.au

Phone: 08 9278 9629

Swan Valley Visitor Centre

www.swanvalley.com.au/Home

MRA

www.mra.wa.gov.au

Curtin University

healthsciences.curtin.edu.au/schools-and-departments/curtin-medical-school

Committee for Perth

www.committeeforperth.com.au

