



# INVESTMENT PROSPECTUS

Norseman Woodlands to Eucla Coast



# SHIRE OF DUNDAS

The Shire of Dundas is vast and varied, incorporating rugged coastline and unique temperate woodlands, outback communities and vast wilderness areas.

Located in the south-eastern part of Western Australia, the Shire of Dundas covers a total area of approximately 92,725 km<sup>2</sup>. The largest town is Norseman. The Shire also includes the coastal town of Eucla, as well as smaller communities, including Balladonia, Caiguna, Cocklebidy, Madura and Mundrabilla, dotted along the Nullarbor Plain. The south east boundary of Dundas is bordered by the sapphire coastline of the Southern Ocean.

Around 722km east of Perth and 188km south of Kalgoorlie-Boulder, Norseman marks the gateway to the Eyre Highway and iconic Nullarbor Plain, linking Western Australia with the eastern states of Australia. Norseman is a historic community with a rich gold mining heritage and serves as a major transit point for national freight and a stopover point for travellers.

The rich mineral wealth of the Shire continues to attract investment and support economic growth. In addition to mining, other significant local industries include tourism, pastoralism, accommodation and food services.

Dundas offers a wealth of largely untapped investment, business and lifestyle opportunities.

The business friendly and helpful Shire of Dundas is ready to assist new developments and business growth in the region. The Shire can assist with planning issues, residential, commercial and industrial site identification and development, infrastructure development, and connecting potential investors with local businesses and other stakeholders.

We welcome the opportunity to discuss business and investment opportunities with proponents.

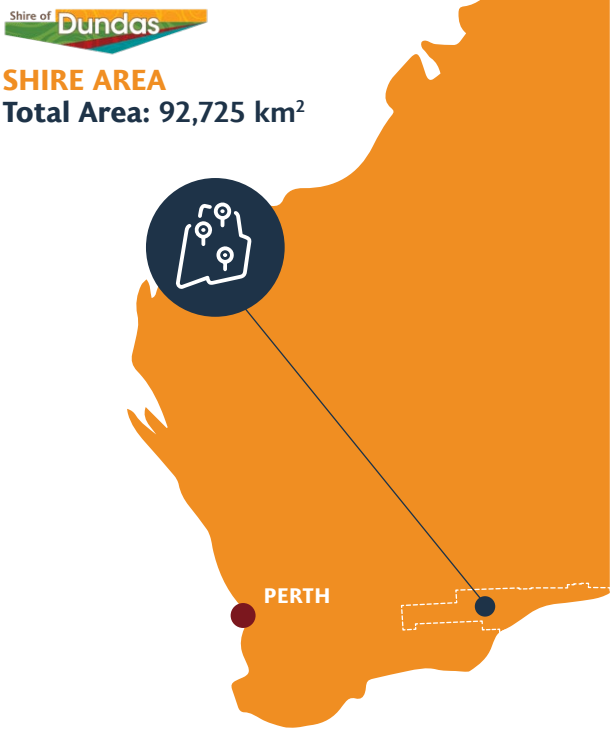
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## ACKNOWLEDGMENT OF COUNTRY

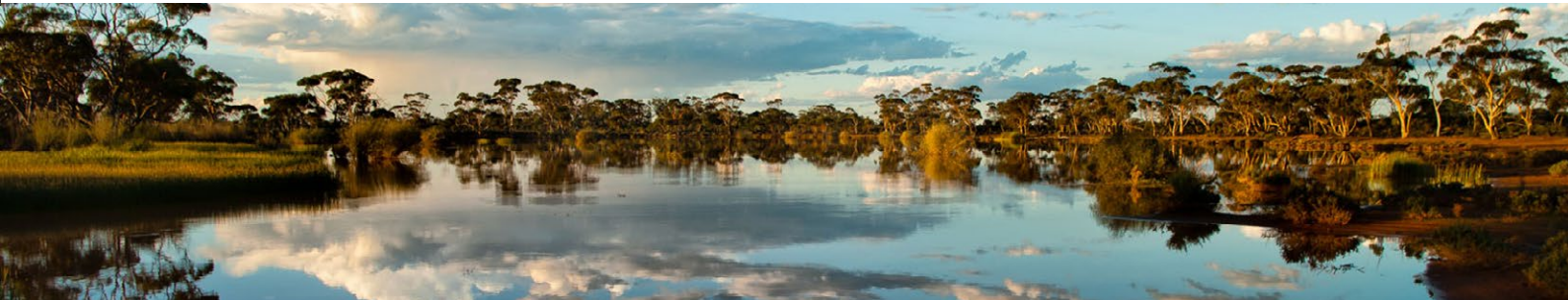
The Shire of Dundas recognises the Ngadjju and Mirning People as First Nations People in the Shire of Dundas, acknowledging them as traditional custodians and pay our respects to their Elders, past, present, and emerging.

# QUICK FACTS



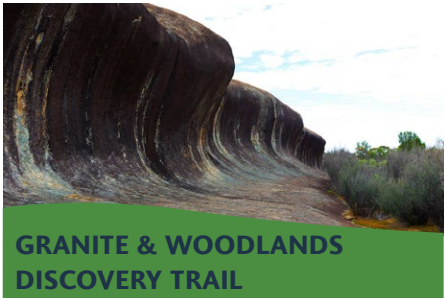
-  **FACILITIES**  
Swimming Pool  
Gymnasium  
Community Bus  
Youth Centre  
Community Resource Centre  
Centrelink  
Town Hall  
Sporting Complex & Oval  
Basketball, Tennis & Squash Courts  
Skate Park  
Public Library  
Churches  
Police & St John Ambulance Services
-  **RETAIL / COMMERCIAL**  
Supermarket  
Pharmacy  
Clothing  
Hardware  
Gifts & Crafts

-  **DISTANCE**  
Norseman > Kalgoorlie Boulder: 187kms
-  **POPULATION**  
Total Number: 719  
(Shire of Dundas, 2019)
-  **ELECTORS**  
Total Number: 345
-  **SHIRE EMPLOYEES**  
Total FTE: 27.5
-  **HOUSING**  
Median House Price: \$45,000  
(Norseman, 2020)
-  **EDUCATION**  
Norseman District High School  
(a Level 4 District High School catering for children from Kindergarten - Year 12)
-  **MEDICAL**  
Norseman District Hospital,  
GP Service, Eucla Health Service
-  **HOSPITALITY**  
Hotel, Motels & Caravan Parks  
Cafes & Taverns  
Road Houses
-  **TRANSPORT**  
Road & Rail Connections  
TransWA Bus Services  
(Esperance > Norseman > Kalgoorlie)  
Airport Facilities





ATTRACTIONS



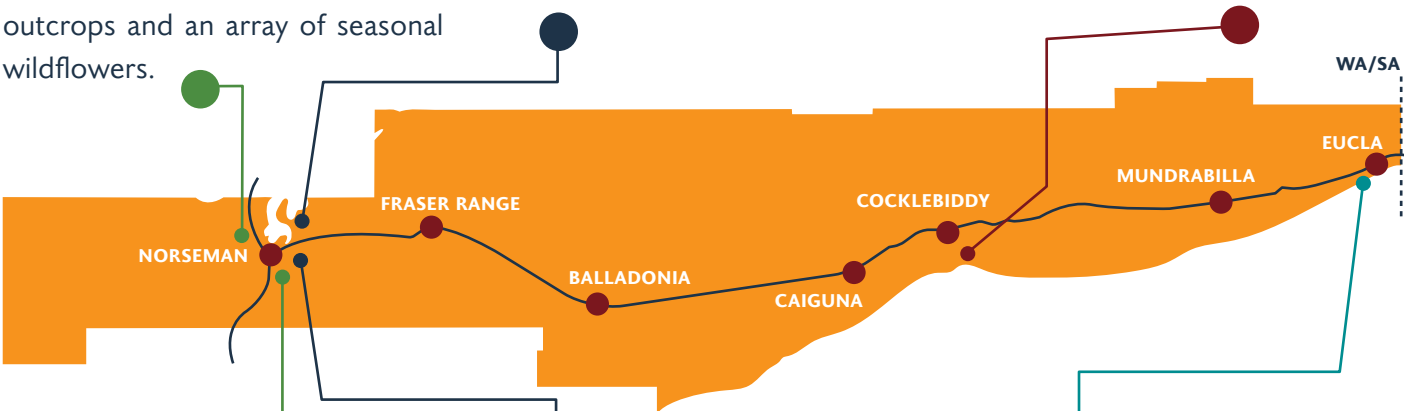
**300km trail Norseman > Hyden**  
 Comprising of 16 sites, containing walk trails, picnic or camping areas. Highlights include ‘Wave Rock’, the ‘Breakaways’ and ‘Disappointment Rock’. Witness spectacular vistas, Mallee shrub, variety of eucalypts, woodlands, vast salt lakes, granite outcrops and an array of seasonal wildflowers.



**5km North East of Norseman**  
 An Aboriginal landmark with connections to the local Ngadju people. Experience the surrounding bushland & stunning views from its peak. A track leads up the rock and after a 20-minute climb, stunning views can be seen from its peak.



**South of Cocklebiddy**  
 Australia’s most remote research station, established in 1977 by BirdLife Australia, the station is open to overnight guests and day visitors, and collects information on birds and wildlife. Named after explorer John Eyre.



**Norseman Town Centre**  
 A community hub hosting both the Visitor and Community Resource Centres, located along the main street in Norseman. Offering a large variety of services to both tourists and locals. The centre features multiple murals and large interpretive displays as points of interest to all patrons.



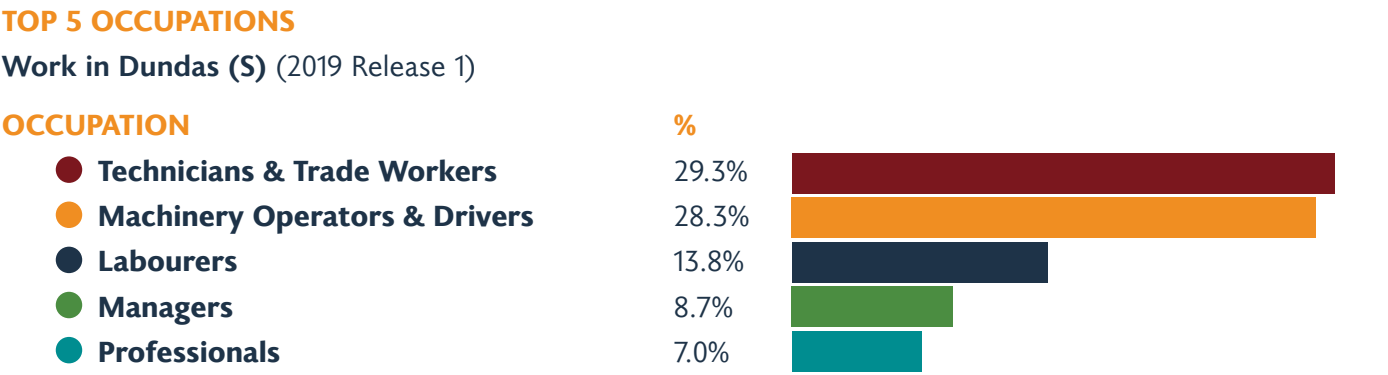
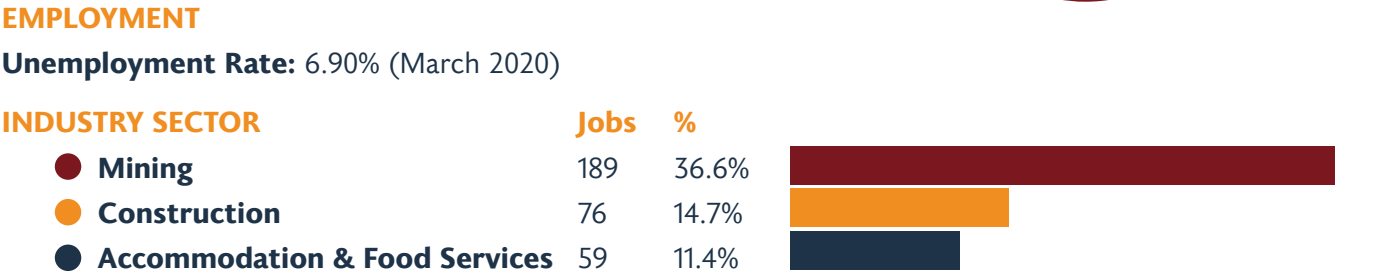
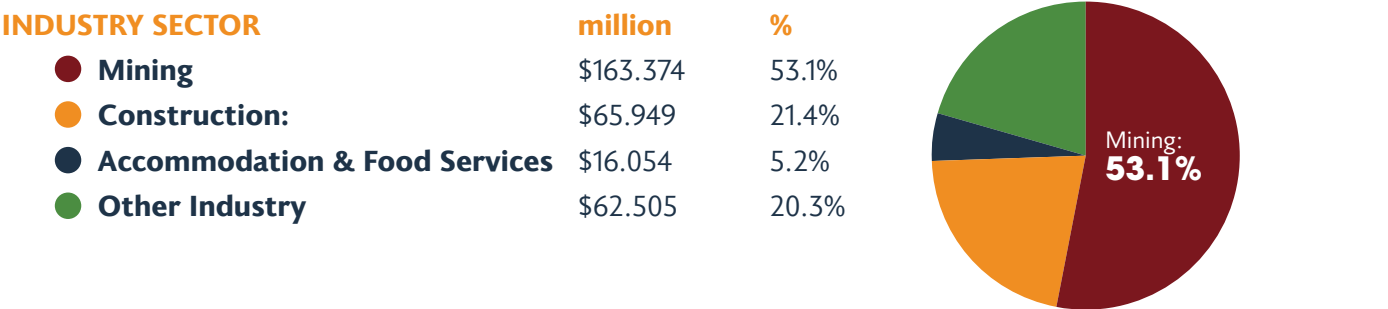
**Old Coach Road, Norseman**  
 The original dirt road formed by the horse-drawn coaches that allowed access to the former Dundas town site and Norseman. Discover ancient rock formations including Dundas Rocks, the Lone Grave of 7-month old, Stanley Whitehead, as well as the original Dundas settlement remains.



**Eucla, near WA/SA border**  
 Built and opened in 1877, Eucla Telegraph Station became a vital key in the chain of relay stations stretching from Esperance to Port Augusta (SA). The remaining stone walls protruding above the moving white dunes mark the station’s location directly behind Eucla’s secluded Beach & Jetty ruins.

ECONOMIC & COMMUNITY PROFILE

<b>ECONOMIC</b>	<b>COMMUNITY</b>
<b>Total Output:</b> \$307.881 million	<b>Population:</b> 714 (2019) <b>Median Age:</b> 47 years
<b>Per Capita Gross Regional Product:</b> \$174,406	<b>Home Ownership Rate:</b> 64.2%
<b>Per Worker Gross Regional Product:</b> \$259,242	<b>Indigenous Population:</b> 5.33%
	<b>Top Reported Ancestries:</b> Australian, English, Irish





## OUR COMMUNITY

### NORSEMAN

**Contemporary Norseman is a proud and resilient community that grew out of the transformative gold rushes of the late 1800s.**

Popular legend has it that, in 1894, Shetlands-born prospector Laurie Sinclair tethered his horse 'Hardy Norseman' in this area to find that it had uncovered a gold nugget overnight. Sinclair subsequently named the rich gold reef he discovered 'Norseman'. Thousands subsequently flocked to the area to make their fortune.

Around the turn of the twentieth century, Norseman boasted a number of hotels, newspapers, breweries, churches and other facilities. In 2014, Norseman celebrated its 120th birthday.

Norseman today combines a rich blend of historic attractions and modern amenities, set against the backdrop of unique wilderness areas. The town offers access to a range of health care services, service and mechanical stations, banking and postal services, hotel and cafes, a community resource centre, primary and secondary education facilities, and sport and recreational facilities. It is a welcoming country community with a well-established local business sector.





# OUR COMMUNITY

## EUCLA

The small township of Eucla is located at the eastern extremity of the Shire adjacent to the South Australian border.

Eucla is the largest settlement built on the vast Nullarbor Plain - the biggest limestone karst landscape on Earth, covering an area of 270,000 square kilometres. Eucla is an important transit point and sits above a remote coastline where remnants of the jetty (below), tram line and telegraph station ruins can still be explored.

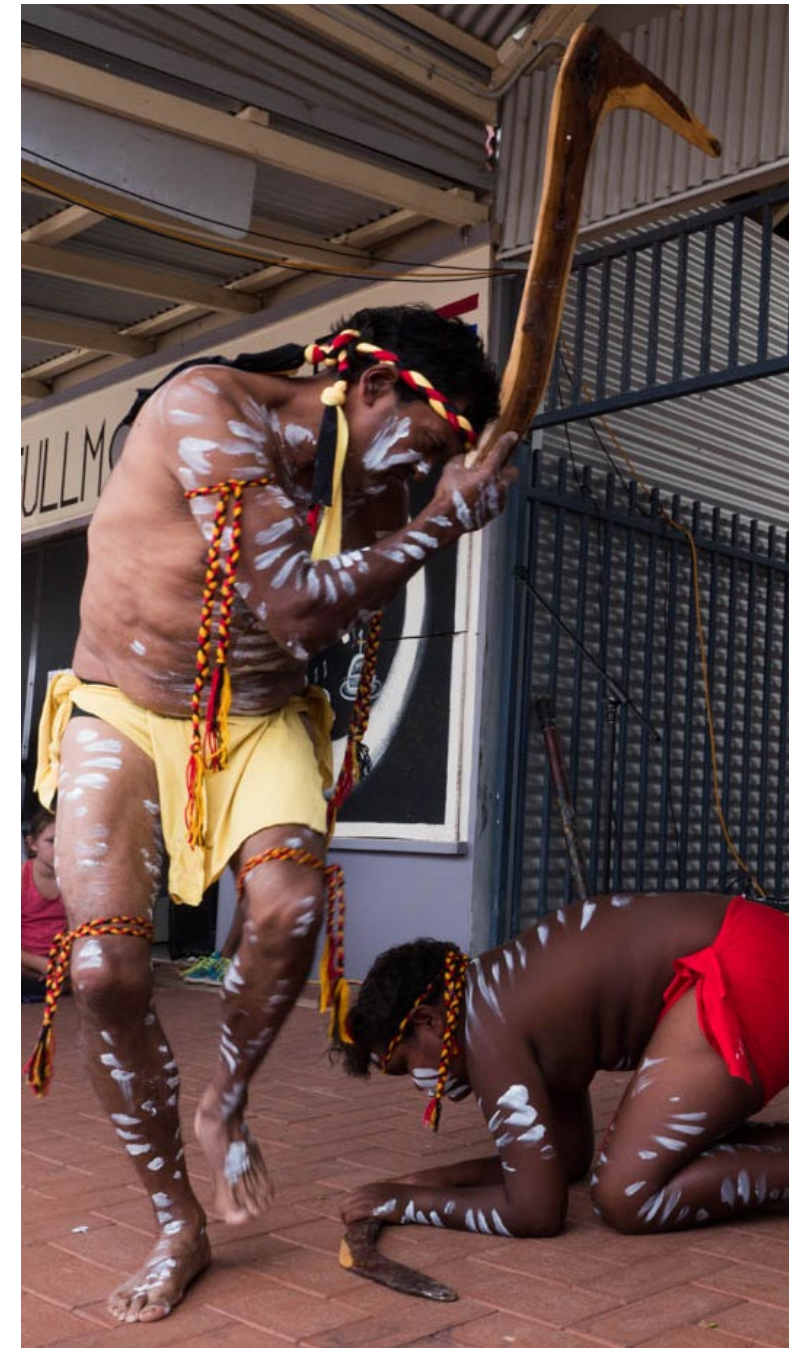
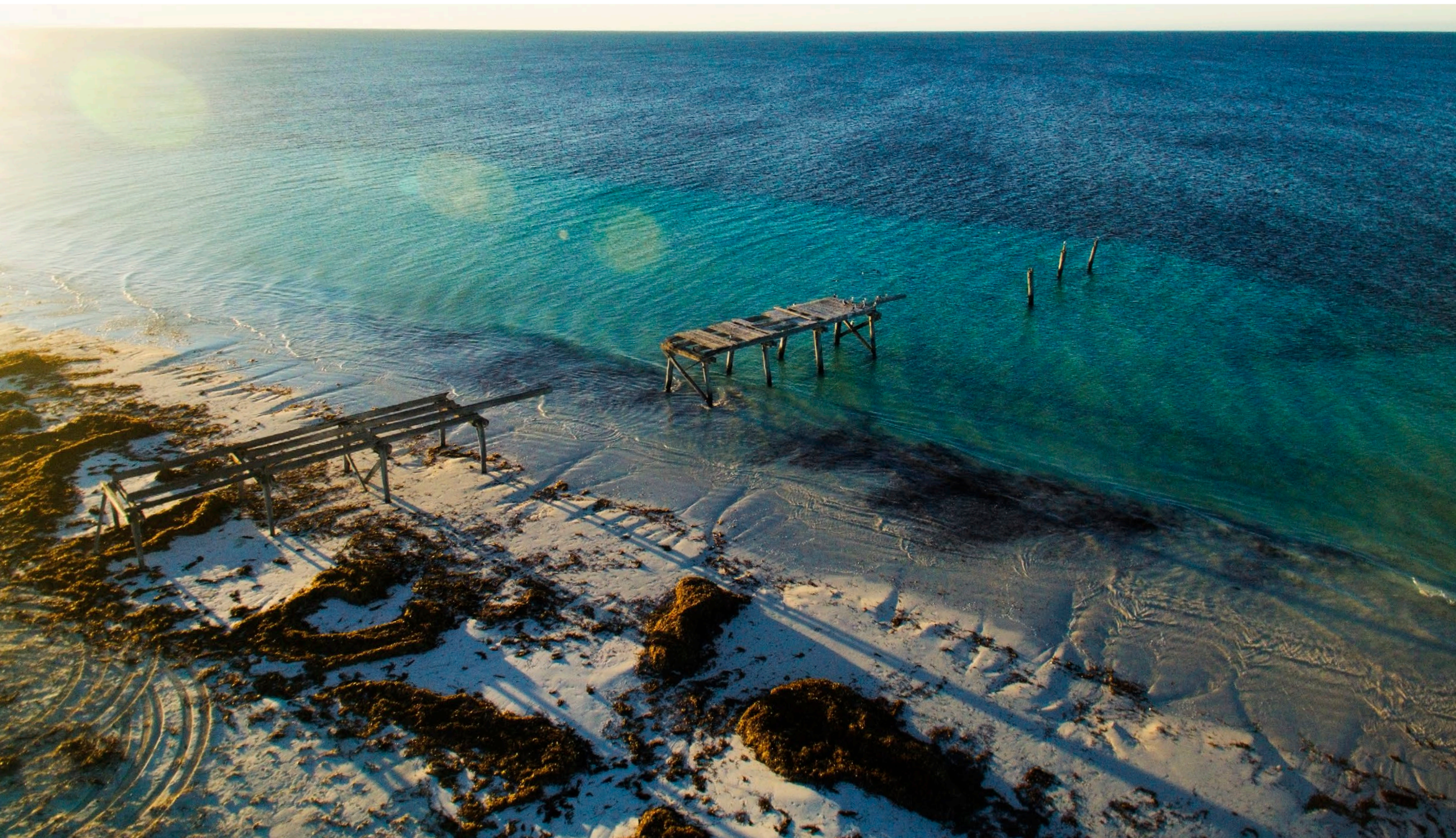
## TRADITIONAL OWNERS

The local Indigenous people of the area are the Mirning and Ngadju, with family lines connecting language groups across the Goldfields-Esperance region.

The Ngadju Native Title Aboriginal Corporation (NNTAC) is the registered body which holds and manages the native title rights and interests on behalf of the local Ngadju people. Ngadju Conservation runs the successful Ngadju Rangers program with Rangers

playing an essential role in conservation and land management across the Shire and beyond continuing into Ngadju country.

In 2021 Ngadju Indigenous Protected Area was recognised and dedicated as a Category VI Managed Resource Protected Area. Covering approximately 44,000 square kilometres the IPA provides further opportunity for Ngadju to lead social and economic development through conservation and land management practices on Country.





## COMPARATIVE ADVANTAGES

### NATURAL RESOURCES

#### Rich in a vast array of mineral resources

Dundas has over a century over mining expertise and forms part of a premier mining investment destination. In addition to established gold and nickel operations, the Shire is an increasingly attractive battery and other technology minerals investment destination. Dundas also has productive pastoral areas, timber harvesting capability, coastal and ocean assets, and abundant renewable energy potential.

### NATURAL ATTRACTIONS

#### Boasting spectacular natural assets

Dundas boasts spectacular coastline, intact temperate Woodlands, biodiversity hotspots, sweeping plains and largely untouched wilderness areas. There is unlimited potential for growing the tourism sector based on these natural assets.

### AFFORDABLE LAND & HOUSING

#### Norseman offers a range of housing options to suit both owner-occupiers and investors.

There is room to grow business and industry in Norseman and surrounding areas, with affordable commercial and industrial property in this resource-rich region. The affordability and availability of land ensures residential and commercial development is possible and projects can progress in a timely fashion.

### GATEWAY LOCATION

#### The gateway to WA and the Goldfields

Dundas is the gateway between the eastern states and Western Australia. The strategic location of Dundas and its well-maintained road network means that both the eastern states and the rest of Western Australia are highly accessible, with entry points on the doorstep. High volumes of interstate and intrastate traffic pass through the Shire.

### INVESTMENT FRIENDLY

#### Welcoming Community and an Investment Friendly Environment

Enjoy a relaxed lifestyle and being part of a friendly country community, while accessing commercial opportunities in one of WA's most resource-rich regions.

### WELL ESTABLISHED

#### Established Services and Infrastructure

Dundas offers access to a range of medical and health care services, service and mechanical stations, banking and postal services, hotel and cafes and a community resource centre. Norseman has primary and secondary education facilities, plus a diverse range of sporting and recreation facilities including an outdoor public pool.

Shire of  
DUNDAS

## INVESTMENT OPPORTUNITIES

### MINING

Mining has been a mainstay of the Dundas Shire economy since its formation. Gold was Norseman's initial claim to fame, the commodity firmly putting the town on the map.

Gold mining activity continues to help power the local economy. The Norseman Gold Project area has produced over 5.5 million ounces of gold since operations commenced in 1935, and is one of, if not the highest grade fields within the Yilgarn Craton, Australia's premier mineral province.

The Norseman area exhibits a high degree of prospectivity, with work underway to re-commence mining operations at Norseman Gold.

In addition to gold, Dundas has active nickel mining operations with its boundaries.

The Nova nickel-copper-cobalt operation is located in the Fraser Range, approximately 160km east-northeast of Norseman. The Shire also has known reserves of gypsum, tantalum, and titanium. It is an emerging battery and other technology minerals investment destination, with lithium and vanadium deposits identified.

The mineral wealth of Dundas combined with its strategic location and key road and rail transport links serve as a solid foundation for ongoing investment and employment.

The Shire has established haulage link to nearby Esperance Port, allowing for efficient and cost-effective access to global markets.

Dundas' strong economic base presents significant flow-on opportunities for investment and development across mining services, professional and trade services, construction, and consumer-based sectors.

The Shire has proactively established working relationships with resource companies operating in the area and actively welcomes further investment.



### BATTERY AND TECHNOLOGY MINERALS

The Shire of Dundas is home to a range of battery and technology metals - lithium, nickel, cobalt, and vanadium – essential components in energy storage devices, such as lithium ion batteries. While the chemistry of energy storage devices continues to evolve, the market for these elements is expanding rapidly and will continue to do so for the foreseeable future, due to a range of economic and environmental drivers.

The strategically located Shire of Dundas is well placed to become an important supplier of these critical minerals in the coming decades.



# INVESTMENT OPPORTUNITIES

## TOURISM

Significant opportunities exist and are being pursued to better capitalise on Dundas’ natural tourism assets and significant through traffic.

Dundas acts as a key transit and stopover point for travellers to and from Australia’s eastern states. A string of roadhouses provide accommodation and services for significant tourist and commercial traffic along the Eyre Highway.

Dundas boasts the world’s longest golf course, Nullarbor Links, a quintessential Australian experience stretching along the famous Eyre Highway. Other

attractions include the Beacon Hill Lookout, the Bromus Dam, the Old Coach Road/ Norseman Heritage Trail, Granite and Woodlands Discovery Trail, in addition to 2 million year old ancient rock formations.

The gold rush history of Norseman and surrounds continues to serve as a visitor drawcard.

There is also a growing awareness of the area’s unique Indigenous cultural heritage, with strong interest of visitors to the region to learn about and experience local Ngadju and Mirning culture through tours, arts and sharing of knowledge and heritage.

Another key attraction of increasing renown is the Great Western Woodlands – an internationally-recognised area of great biological richness that extends over 16 million hectares, about the same size as England and Wales combined.

It is regarded as the largest remaining area of intact Mediterranean climate woodland left on the planet and contains about 3,000 species of flowering plants, about a fifth of all known flora in Australia.

The tourism potential of the Great Western Woodlands remains largely untapped, with significant opportunities for new tourism product, nature-based

accommodation offerings, self-guided walks, cultural tours and experiences, festivals, indigenous flora & fauna information signage and promotion, and attracting greater adventure-seeking tourist numbers.



## POTENTIAL TOURISM GROWTH AREAS

- Nature-based
- Aboriginal Cultural
- Outback Adventure
- Goldrush Heritage
- Events
- Dark Sky / Astrotourism



## A NATURAL WONDER

The Great Western Woodlands includes nearly a quarter of Australia’s eucalypt species, many of which grow nowhere else in the world, and its varied habitats are home to a diverse array of mammals, reptiles, frogs and birds. Aboriginal occupation has been dated back many thousands of years and the region has great cultural significance, with Aboriginal people retaining strong links to the area.

Desert areas, woodlands, rock formations and a diverse range of flora & fauna exclusive to the Great Western Woodlands combine to provide a seemingly untouched escape for travellers. With growth in outback and nature-based tourism, there are clear opportunities to attract more higher yield and environmentally aware visitors to the Woodlands and expand the range of local experiences and product. There is great potential for increased Indigenous cultural tourism and land management embracing bush foods, ranger programs, medicine, arts and storytelling as well as increased adventure, nature and science-based tourism.



# INVESTMENT OPPORTUNITIES

## PASTORALISM AND SEAFOOD

Dundas has a long-established pastoral sector that has contributed significantly to the economic and social life of the area.

With global food demand continuing to rise, there is an opportunity to expand food production in the Shire of Dundas. Opportunities exist for investment in meat production and processing, horticulture and irrigated cropping, plant and timber products, carbon farming and ecosystems services.

Dundas boasts a long coastline, stretching from the boundary with the Shire of Esperance in the west to Eucla and the South Australian border in the east. This presents opportunities for recreational and local commercial fishing.



## SUSTAINABLE TIMBER

An opportunity exists to develop a sustainable timber industry in the Shire of Dundas.

Local initiatives are already underway to salvage and mill fallen and cleared timber. This salvaged timber is used to create in-demand products as furniture, kitchen items and arts and crafts pieces.

## RENEWABLE ENERGY

Dundas is a highly prospective area for the development of renewable energy technologies such as solar and wind.

The Dundas area is amply bathed in sunlight, making it a very suitable location for solar photovoltaic power generation. As Dundas shares a border with South Australia, there is a potential opportunity to export renewable energy to eastern states markets. The area's renewable energy resources and large, sparsely populated land-mass also makes it well suited to green hydrogen production.



## TRANSPORT AND LOGISTICS

Due to its position, Dundas is ideally located to be an important east/west freight and logistics hub.

Centrally positioned in one of the world's premier minerals provinces, Norseman is at the junction of the Coolgardie-Esperance Highway and the Eyre Highway, which links Western Australia and South Australia via the Nullarbor Plain. The town enjoys both road and rail access to Esperance Port, the deepest port in southern Australia and capable of handling Cape size vessels.

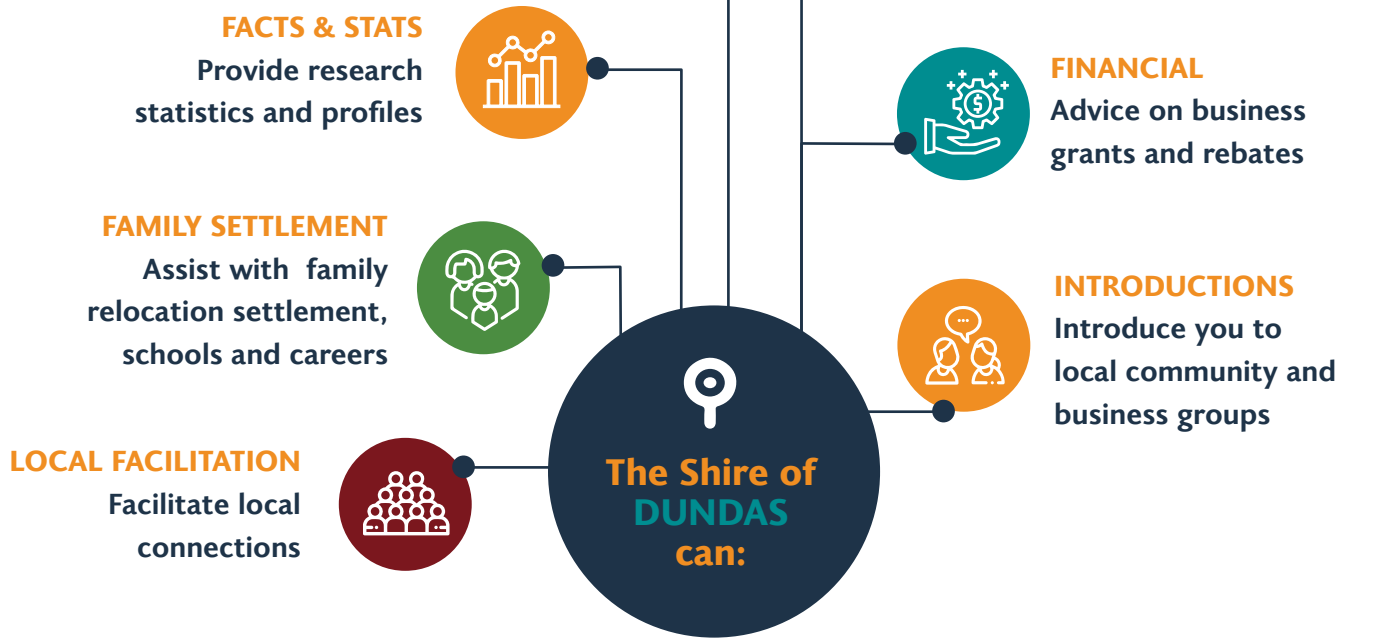
Access to an array of domestic and international markets via the Shire's transport links to Kalgoorlie-Boulder, Esperance, Perth and the Eastern States makes it an attractive location for investors. Norseman offers highly affordable land and could host major freight and/or warehousing distribution operations.

# GET STARTED

## WE'RE WELCOMING INVESTMENT

The Shire of Dundas is a proactive local government that welcomes investment and seeks to promote economic development and diversification.

The Shire can provide step by step assistance to investors wanting to start up or relocate to the area, as well as providing ongoing business advice and support.



# FURTHER INFO



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