

Investment

Prospectus

2023



Town of
Port Hedland

About

Port Hedland

Port Hedland is a dynamic, culturally diverse community in the Pilbara region of north-west Western Australia.



Hedland covers almost 18,500 square kilometres and is home to around 16,000 permanent residents from diverse cultural backgrounds, with most of the urban population living in twin towns of Port Hedland and South Hedland. In addition, the town's population is bolstered by approximately 5,000 more people employed under the fly-in, fly-out model.

With its deep anchorage harbour, Port Hedland is an important economic engine for the State and nation. The port of Port Hedland generated \$64 billion in export value in 2021 and in 2022 set a new shipping record of 559.7 million tonnes of iron ore exports. The Town of Port Hedland's gross regional product of an estimated \$8.86 billion in 2021 represents almost 2.5 per cent of Western Australia's Gross State Product.

Mining is the largest employer with almost 4,200 full-time equivalent (FTE) jobs. The transport, postal and warehousing sector is the second largest employer with more than 1,600 FTE jobs, followed by construction with 1,200 FTE jobs.

Whilst recognised as the largest bulk export port in the world – and for its significant resources industry – Hedland is also a vital part of the Pilbara region for arts and culture, ecology, sport, business, tourism and regional services.

Port Hedland's population is projected to grow rapidly in the coming decades to more than 27,000 by 2041 – an 87 per cent increase on the estimated population from the 2016 Australian Census.

The Town of Port Hedland remains a major employer with almost 300 staff and the Council provides a range of services and manages community assets including the JD Hardie Youth and Community Hub; Matt Dann Theatre and Cinema; Port and South Hedland libraries; South Hedland Landfill and Community Recycling Centre; Port and South Hedland aquatic centres, Wanangkura Stadium and Gratwick Fitness Centres.

The Town of Port Hedland has a vision for a thriving, resilient and inclusive future for the diverse Hedland community. It has laid the foundation for this vision through the adoption of its Strategic Community Plan 2022–2032 and the 15-year Long-Term Financial Plan, which prioritises exciting investments to bring the vision to life.

The Town is committed to partnering with Government and industry to create a positive future for Hedland.

This document outlines current investment opportunities, however we are enthusiastic about speaking with partners about bespoke approaches that align with your priorities for social investment.

“The Town is committed to partnering with Government and industry to create a positive future for Hedland.”

Quick facts

CLIMATE

Statistics	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Annual
Mean max temp	36.4	36.2	36.8	35.3	30.7	27.7	27.4	29.3	32.5	35.1	35.3	36.7	33.4
Mean min temp	25.7	25.5	24.7	21.6	17.4	14.3	12.5	13.2	15.5	18.6	21.5	24.2	19.5
Mean rainfall	62.1	90.2	54.8	21.3	27.6	22.8	10.2	4.6	1.3	0.9	2.6	19.0	318.5



AREA:

18,467km²



POPULATION:

16,660

permanent residents



TERTIARY EDUCATION:

**North Regional
TAFE Pundulmurra
Campus**



HEALTH:

**Hedland
Health
Campus**



INDUSTRIES:

**Iron ore,
manganese,
copper, salt and
cattle export,
tourism**



BUSINESSES:

816



TRANSPORT INFRASTRUCTURE:

**Air: Port Hedland International Airport
Road: North West Coastal Highway
Ocean: Port of Port Hedland**



DISTANCE FROM PERTH:

1,640km

Hedland Future Focus

The Town of Port Hedland (The Town) is committed to working with the community to create a thriving, resilient and inclusive future for all.

Like many regional communities, Hedland faces challenges particularly around housing accessibility and affordability, access to childcare and quality education.

Tackling these challenges will take a collaborative effort. Hedland, as home to the world's biggest bulk export port and associated mining activity, benefits from an injection of millions of dollars in the economy.

Our Community

We honour our people and our cultural heritage – ensuring wellbeing, diversity, creativity and strong civic engagement and dialogue.

Our Economy

We build prosperity for all – enabling sustained and diversified economic and employment growth.

For our community to thrive, we need our residential population to grow. The Town works closely with the mining industry to strike the right balance between supporting the fly-in, fly-out workforce model and our desire for an increased residential workforce.

We are committed to ensuring Hedland is a place people want to call home – and this means investing in facilities people desire such as arts and recreation hubs, green space and a vibrant town centre.

Against this backdrop, our Strategic Community Plan 2022-2032 is the Town's blueprint for the future direction of the Hedland community.

The Plan will help guide the Town's key policies and actions as we seek to meet the current and future aspirations, needs and opportunities for our community.

It focuses on building generational prosperity, economic and environmental sustainability and community through partnership, civic leadership and collective action over the next 10 years.

The Long-Term Financial Plan 2022-2037 is the Town of Port Hedland's commitment and vision for \$817 million on capital works projects over the next 15 years.

The budget for capital works allocated funding for a range of projects, from recreation to arts and culture facilities.

It also adopts measures to address housing and childcare challenges which are two of the key issues the Hedland community currently faces.

Our Built and Natural Environment

We treasure and protect our natural environment and provide sustainable and resilient infrastructure and built form.

Our Leadership

We are united in our actions to connect, listen, support and advocate, thereby leveraging the potential of our people, places and resources.

Delivering *for Hedland*



JD Hardie Youth and Community Hub Redevelopment



The JD Hardie Youth and Community Hub is the principal youth precinct in Hedland, with the expansion providing a major refurbishment of the existing centre as well as new, shaded outdoor multi-use courts.

The \$7.5 million upgrade, which was completed in 2022, was funded by the Town of Port Hedland along with a \$750,000 grant through the Western Australian Government's Community Sport and Recreation Facilities Fund program.

The redevelopment not only addressed recreation and social needs for Hedland youth and children, but serves as a primary welfare and community emergency centre.

The upgraded outdoor courts and shade structure greatly enhance usability throughout the year and move the facility to a more contemporary standard.

The new facility includes:

- A story pathway
- Amphitheatre
- Five new shade structures and an entry statement
- New shaded multi-user courts
- New car park and bus stop

The Town of Port Hedland has invested to ensure recreation facilities and infrastructure meet the needs of our community.



South Hedland Skatepark Shade Structure

Construction of the \$7.2 million shade structure over the South Hedland skatepark has provided the community with a world-class facility.

The skatepark was originally opened in 2015 without shade but following the upgrade it now features audio-visual technology and expanded rideable space.

The Town is committed to providing high quality amenities for the community to enjoy, and the skatepark is expected to be a popular attraction with locals and visitors to the region.

As one of Australia's largest skateparks, the shade structure ensures it will be available to enjoy even during the hotter Hedland months.

The project delivers a number of objectives in the Town's Strategic Community Plan

2018-2028 (SCP), including that facilities and community infrastructure are revitalised across Hedland.

Shade structure key benefits:

- 80% shade coverage
- Providing significant, sun-safe shade over existing infrastructure to benefit youth
- Embedding support poles into the park
- Providing pedestrians and drivers with a novel focal point
- LED lighting and audio capability for night-time activity

Port Hedland Seawalls



After the devastating impact of Cyclone Veronica to the Port Hedland coastline in 2019, the Town adopted a long-term risk management response.

The construction of seawalls at West End, Sutherland Street and Goode Street were endorsed by Council in March 2020 after being identified as susceptible to coastal erosion and inundation.

The \$17.8 million project started with construction of the Marapikurrinya Park seawall, which was completed in March 2022.

The Town partnered with BHP and the WA Government to deliver the \$4.3 million seawall. BHP contributed \$3 million and \$227,000 was obtained from the WA Department of Transport through their Coastal Adaptation Program.

The \$6.5 million Sutherland Street seawall was completed in December 2022, with a \$3.7 million contribution from the Federal Government's Preparing Australian Communities – Local Stream Program.

Construction started on the Goode St seawall in January, 2023.

Seawall project key benefits

- Mitigates damage caused by future extreme weather events, rising sea levels and coastal erosion
- Contributes to preserving Port Hedland's coastal values
- Strengthens the integrity of beaches and pathway access
- Protects unique flora and fauna including flatback turtle nesting areas
- Protects residential properties from erosion and rising sea levels
- Helps secure operations at the port of Port Hedland



Port Hedland Sports and Community Hub



In 2023 the Town will complete construction of a \$19.5 million Sports and Community hub in Port Hedland.

The purpose-built hub will significantly revitalise Port Hedland's regional level sporting and recreation precinct, cater for a range of existing and new sport and recreational clubs, and offer benefits for the wider community.

The development is the first of a four-stage masterplan which will see the precinct on McGregor Street completely redeveloped. It is designed to be a multi-function building that is flexible and capable of meeting the needs of multiple user groups, as well as the local turf club.

The facility will also support meetings and events for the broader community and will function as a welfare centre for up to 200 people during a regional emergency.

Benefits from the project include:

- A more desirable hireable space
- A new modern facility for the Turf Club and other community groups
- A premier function space for the community
- Development of a welfare centre in Port Hedland

Spoilbank Marina



▶ **The \$187.5 million Spoilbank Marina will rejuvenate the Port Hedland foreshore area, providing a vibrant amenity for locals and visitors.**

Features of the marina, which is scheduled for completion in late 2023, include:

- A four-lane boat ramp.
- A 22-pen marina, with space for up to 80 more pens.

- Trailer parking for up to 200 vehicles.
- Publicly accessible breakwaters and public fishing jetty.
- Waterfront promenade and public art and cultural gathering space.

The development will also include large open recreational space for community activities.

The project is being managed by the Pilbara Ports Authority and funded by the Western Australian Government, BHP (\$12.5m) and the Town of Port Hedland (\$37m).

The Town of Port Hedland will manage the landside operations of the completed marina and is currently planning the community facilities for the site as well as undertaking Registrations of Interest for possible future tenants.

Expressions of Interest have already opened for a hospitality provider at the former Port Hedland Yacht Club site, while other types of use at the marina site include shared community space, marine commercial space, caravan parks including short-stay accommodation providers, commercial pop-ups/hospitality and maintenance hardstand.





Spoilbank Marina key benefits



Sheltered anchorage and meeting future demand for boat pens



Doubles the current number of boat ramps



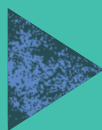
Provides vessels with safer access to deep water



Improves social and recreational community amenities



Supports the future of the West End as a vibrant, historic arts and cultural hub



Helps attract and retain residents through building a vibrant community, offering a fantastic lifestyle



Capital Projects

The Town's vision for a vibrant and thriving future is encapsulated in the range of exciting capital projects planned for coming years.

Providing state-of-the-art sport, recreation, arts and cultural facilities – as well as enhancing housing options – delivers the goal of transforming Hedland into a highly desirable destination where people want to work and live.



South Hedland Integrated Sports Hub



The South Hedland Integrated Sports Hub (SHISH) is a \$205.4 million staged project that represents one of the Town's infrastructure priorities.

Wanangkura Stadium, in the heart of the South Hedland sporting precinct, was opened in 2012.

Since that time, public consultation has identified that functionality is poor and the stadium's facilities are at capacity which is limiting future growth.

In addition, it has been identified that Hedland's aquatic facilities – while serving the community well – are not contemporary and are nearing the end of their life.

The Town is committed to increasing the capacity for participation in sport and recreation by providing fully accessible facilities.

Having open-space facilities that are connected and increasing spectator capacity will foster growth in sporting activity for Hedland.

The first stage of the redevelopment is scheduled to begin in 2023 and includes relocation of Kevin Scott Oval, construction of a diamond sports field and multi-use pavilion and work on the Hamilton Road entrance points.





Funding breakdown



Stage 1

Entrances, Kevin Scott Oval, Football Pavilion, Diamond Sports Field and Pavilion
\$51.8 million



Stage 2

Multi-use Sports Field and Carpark
\$27.1 million



Stage 3

Existing stadium refurbishment
\$26.5 million



Stage 4

Aquatic Centre, Indoor Sports Hall, Dry Recreation and External Courts
\$100 million

Community and social benefits

- Nurturing growth of local sports and recreation
- Opportunities for smaller sports groups to grow
- Centralisation of sporting facilities and spaces
- Bigger spaces to allow for more community members to utilise the facilities
- Improved facilities allow for better access to programs and events
- Extensions and new additions will improve accessibility to all community members
- Better quality of life with high-quality community facilities



Performing Arts Centre

The Town's Arts and Cultural Strategy 2019–2022 highlighted the need for an integrated hub for Hedland's arts and cultural infrastructure with facilities that provide spaces for performance and community use.

After an investigation and evaluation of options for a consolidated precinct, Council in March 2022 endorsed a feasibility study for a centralised hub at the former TAFE site on Hamilton Road, South Hedland.

The arts and cultural precinct will seek to strengthen and build Hedland's cultural capacity with features to include a world-class conference venue with theatre, bigger cinema and additional spaces for workshops, offices and meeting rooms.

Delivering this project will position Hedland to attract live shows and performances that would normally only perform in metropolitan settings.

Funding breakdown:

2024–25: \$400,000
2026–27: \$24.5 million
2027–28: \$24.5 million
Total: \$49.4 million

Community and social benefits

- Dedicated arts and culture facility to attract new live shows and performances
- Opportunity for tertiary education and training opportunities for people in Hedland
- Economic diversification through new industry job creation
- Increased community and social wellbeing by improving arts and culture offerings
- Continued support for Hedland's arts and culture community which is recognised throughout Australia



Integrated Civic and Community Hub

The Town of Port Hedland has identified the need to integrate its civic and administration facilities into a Civic and Community Hub.

The hub will encompass a Civic and Administration building, library, café and a community and commercial building.

Community and social benefits

- Provides integration opportunities for community facilities
- Strengthen civic pride
- Contributes to the South Hedland Town Centre revitalisation
- Contributes to strengthening Hedland as a liveable destination



JD Hardie Youth and Community Hub (Stage 3)

▶ **The JD Hardie Youth and Community Hub opened in the 1970s and is Hedland’s primary community centre catering for young people aged 0-19 years.**

In 2020, the Town developed a master plan for a staged redevelopment of the Hub with Stages One and Two delivered in 2021 and 2022. This included internal refurbishments and a new outdoor basketball court with shade and lighting.

Stage Three, which is due to start in 2023, will include landscaping, installation of new shade structures and the construction of skate ramps and BMX pump track.

The addition of these elements is the result of active engagement with young people, including regular users of the facility.

The skate ramps and pump track are expected to increase engagement in the facility.

The facility will be further expanded into the future to include childcare facilities, which are desperately needed within the Hedland community.

Funding breakdown:

2023-24: \$6 million

Total: \$6 million

Community and social benefits

- With 20% of the population between the ages of 5-19 years (2% increase in five years), there is a need to continue investment in programs to engage and educate young people (source: ABS Census, 2020)
- There is a demand for more community services, and expanding the JD Hardie Youth and Community Hub will accommodate for this demand and growth
- Opportunities to introduce more programming to engage young people, especially at-risk youth
- Activate under-utilised space at the JD Hardie precinct



Key Worker Housing



Hedland's future economic and trade diversification and ability to achieve outcomes in education, health, tourism, childcare and community safety depend on access to affordable housing.

Currently, securing affordable housing is a challenge for many people in Hedland. The Town is taking a proactive approach to helping find solutions.

Developing key worker housing is a priority for the Town over the next five years to help foster growth in the residential Hedland population.

Lot 5996 Cottier Drive, a 2.64-hectare allotment with about 325m frontage to Cottier Drive in South Hedland, has been identified as one potential site for development.

A concept plan has been completed which includes between 40-60 houses of various designs, from 2x2 to 4x2 proposed. A business case for this project has also been developed.

Developing key worker housing will improve liveability and attract new investment into the Hedland region.

Funding breakdown:

2023-23: \$10 million
 2024-25: \$10 million
 2025-26: \$10 million
 2026-27: \$10 million
 Total cost: \$40 million
 Town investment: \$30 million

Community and Social benefits

- Affordable housing will attract and retain a residential workforce in Hedland
- Support for small to medium enterprises who need housing for employees
- Opportunity for economic diversification as barriers to doing business in Hedland are removed
- Greater amenity for residents and visitors through increased access to housing for service workers in retail, hospitality and childcare sectors



South Hedland Town Centre Redevelopment

The Town of Port Hedland is committed to investing in a thriving, resilient community and the revitalisation of the South Hedland town centre is a cornerstone of this.

In 2021, the Town released the draft South Hedland Place Plan – a collaborative, community-led approach to redeveloping and revitalising the South Hedland town centre.

One of the key pillars of the Place Plan is 'Bringing Wise Terrace to Life' which includes finalising a design for the permanent vehicular closure of Wise Terrace to transform the space into a natural, cultural and activated town centre.

A comprehensive public consultation period has been completed and permanent designs are currently being developed.

Funding breakdown:

2023-24: \$2 million

2024-25: \$2 million

2025-26: \$2 million

2025-27: \$2 million

Total: \$8 million



Events Partnerships



Spinifex Spree Carnival



The highlight event on the Hedland social calendar, the Spinifex Spree Carnival is widely anticipated by the community.

The two-day event in July at the Town Oval in Port Hedland has been running since 1968 and is part of the north-west tour involving events at Karratha and Tom Price.

The carnival offers a range of family orientated activities including amusement rides, live entertainment, market and food

stalls, side show alley, competitions, roving entertainment and fireworks.

Spinifex Spree is free and provides an economic platform for stallholders to trade, opportunities for community and sporting groups to fundraise, and gives local artists a platform to showcase their works.

Investment opportunities

Gold Sponsor: \$20,000

- Recognition of sponsorship on all marketing and advertising material.
- 2 x social media posts promoting your key message
- Premium banner placement at the event
- MC acknowledgment at the event.

Platinum Sponsor: \$30,000

- Same as Gold, and:
- Opportunity to speak at the event
- Premium banner placement at the event
- Staff fees waived and premium stall location.

The Town of Port Hedland offers a rich calendar of annual events which provide diverse entertainment options and activities for our community.

Partnering with the Town to deliver events offers organisations an opportunity to be involved in grassroots community engagement while achieving brand recognition.



Sunset Food Markets



The Town of Port Hedland Sunset Food Markets are held monthly at the West End's Marapikurrinya Park with the 2023 event to span from July until October.

The markets are held under ambient festoon lighting in the park and feature food vendors, family friendly activities, live music by local acoustic musicians and a market bar.

The Sunset Food Markets provide visitors with the opportunity to enjoy a selection of delicious food options as the ships go by in the port. It is also a great way to support local businesses.

Investment opportunities

Silver Sponsor: \$10,000

- Recognition as Silver Sponsor on all marketing and advertising material
- Social media mentions in promotional posts, including paid posts
- Banner placement at the event
- MC acknowledgement at the event

Gold Sponsor: \$20,000

- Same as Silver, and:
- Pre-recorded sponsor message broadcast during event



Ship to Shore



The inaugural Ship to Shore fun-run event was established in 2022 through a partnership between the Town of Port Hedland and Pilbara Ports Authority.

The 6km fun run was a loop from Cemetery Beach Park to the Port Hedland Boat Ramp and back, with the option of a 3km leisure walk following the run.

The family friendly event was suitable for people of all ages and fitness levels and a free barbecue and market stalls were held after the run.

About 500 people took part in the first Ship to Shore, which is an event designed to build community spirit and vibrancy while showcasing the Port Hedland coastline and harbour.



August Music Festival



A major music festival will return to the Hedland calendar in 2023 after Town of Port Hedland Councillors voted for a new concept.

The live-music experience will be held over two weekends in August at the Civic Gardens in Port Hedland and feature a Friday DJ after-work sundowner event, a Saturday major headlining ticketed event and a Sunday free family-friendly live music picnic.

The concept will be repeated over consecutive weekends.

There has been strong community support for a music festival featuring headlining acts after the North West Fest was cancelled in 2020 and 2022 due to the ongoing impacts of COVID-19.

Sponsorship packages (TBC)

Gold Sponsor: \$20,000

- Recognition of sponsorship marketing material, including social media posts
- 2 x social media posts dedicated to promoting your key messages on the event
- Post event outcomes report

Platinum Sponsor: \$50,000

Same as Gold, plus:

- 4 x social media posts dedicated to promoting your key messages
- Customised post event outcomes report with brand recognition analytics
- Logo included on temporary event signage, eg: fencing banner mesh, event signage



Community Sports Awards



The Town of Port Hedland Sports Awards is an annual event which recognises the talent, ambition and sportspersonship of sports people and clubs from across Hedland.

The Awards recognise the tireless work of individuals who contribute their time and efforts to growing Hedland's sporting diversity and participation.

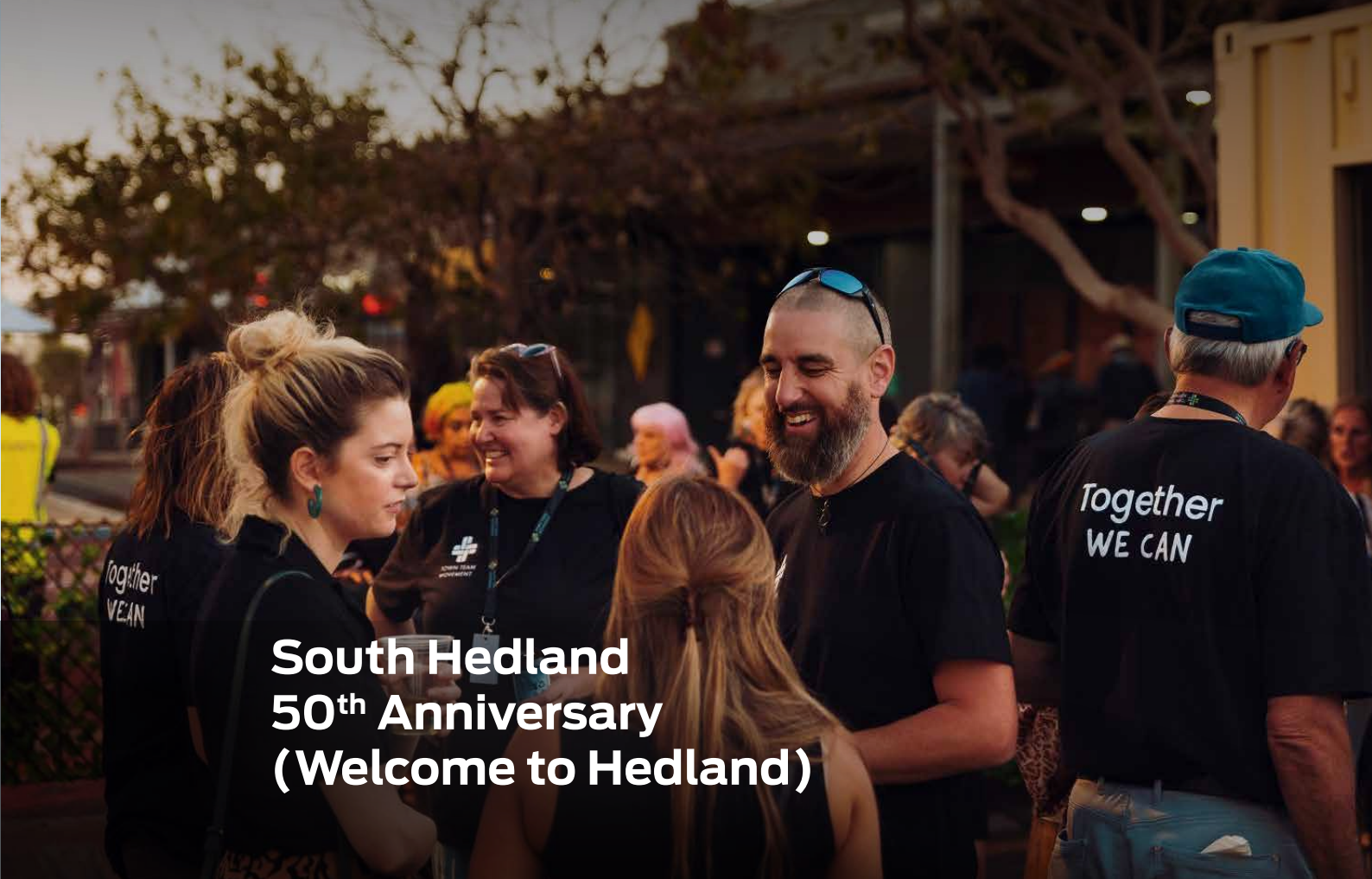
Categories for the awards are:

- Sportsman of the year
- Sportswoman of the year
- Best Junior Athlete Male
- Best Junior Athlete Female
- Official/Umpire of the year
- Coach of the year
- Sporting group of the year
- Volunteer of the year

Investment opportunities

Award Sponsor: \$3,000

- Naming rights to an award (to be discussed)
- Award presentation opportunity
- MC acknowledgement of sponsorship on the night
- Recognition of sponsorship on select marketing and advertising material
- 4 x complimentary tickets to the event
- Banner placement at the event



South Hedland 50th Anniversary (Welcome to Hedland)



The South Hedland township was officially gazetted on 13 April 1973, with the 50th anniversary to be observed this year.

In recognition of the milestone, the Town of Port Hedland has engaged Perth-based mural creators, Blank Walls, to deliver a Street Art Festival during the month of May.

The festival will be held in conjunction with the annual Welcome to Hedland community event.

The Street Art Festival will include painting up to eight street art murals in the town square which will feature stories of South Hedland and be co-designed by professional street

artists, local young people and community organisations.

The intent of the festival is to celebrate the rich history and cultural pride of South Hedland.

Street art walking tours and artist talks to educate and celebrate the street art works will be held throughout the festival while a finale celebration and launch of the South Hedland Memories book will be combined as part of the annual Welcome to Hedland event on 12 May.

Investment opportunities

Festival Partner: \$10,000

- Logo on all promotional material, including advertising, flyers and social media graphics
- Acknowledgement of sponsorship in all marketing activities, including social media posts, radio interviews, newspaper advertisements
- Logo included on South Hedland Memories Book
- Photo and media opportunity with the Festival participants
- Banner placement at Welcome to Hedland Expo



Town of
Port Hedland

Town of Port Hedland

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