

Jurien Boat Harbour Activation



Jurien is a strategically located town in the Shire of Dandaragan with a permanent population of around 1,200¹. The town is a long established hub for the fishing industry and a popular holiday destination for visitors from Perth and the surrounding agricultural areas.

The Jurien Boat Harbour is an established working fishing boat harbour with supporting commercial operations. It also offers important boat ramp access to recreational boat owners and features a number of boat pens for non commercial use.

Development of the Boat Harbour as an activity centre and tourist destination has long been mooted but it is only recently that the future development of the precinct and its impacts on the growing Jurien community has been seriously reconsidered.

Landcorp requested assistance from Pracsys on the development potential of the site with particular emphasis on incorporating the principles of economic activation in the master planning and early design stages of the project.

Outcome

Pracsys was commissioned to carry out a high level economic analysis and activation assessment of the future development of the Jurien Boat Harbour precinct. A study of the Jurien town site was carried out and a range of business types for the area were analysed. A comprehensive demand analysis was also developed which included an overview of expenditure patterns for potential residents, workers and visitors. Landcorp will use the report to highlight key economic drivers within Jurien to appropriate bodies as well as indicating future economic development sites which would be of benefit to the Jurien precinct.

Client: Landcorp

Pracsys team involved in this project: Michael Knight

¹ ABS 2006 Census of Population and Housing