



Connecting... the State's industrial land needs with a strategic location

Latitude 32 Industry Zone represents the WA government's commitment to a visionary, large-scale development specifically designed to meet short, medium and long term market demand for strategically-located industrial land in the Perth metropolitan region – while supporting economic development.

Kwinana represented the benchmark of modern industrial development in Western Australia 50 years ago. *Latitude 32* is destined to be a cornerstone for the development of industry in Kwinana/Rockingham for many years to come.

In 2000 the Western Australian Planning Commission (WAPC) completed the Fremantle Rockingham Industrial Regional Area Strategy (FRIARS) to provide strategic land use planning direction for the region over the coming 20-25 years.

FRIARS identified the redevelopment of the Hope Valley Wattleup area as regionally significant for the future industrial and economic growth of WA.

The strategy highlighted the strategic significance of the region. It also highlighted that the region had experienced major population growth and yet was located adjacent to WA's primary heavy industrial precinct, the Kwinana Industrial Area (KIA) and other important port facilities at Fremantle.

FRIARS further addressed conflicts associated with inappropriate land uses, such as residential, in the Kwinana Environmental Protection Policy area.

The Hope Valley Wattleup Redevelopment Act (2000)

Mandated by legislation, *The Hope Valley Wattleup Redevelopment Act* (2000) defined an area of over 1,400ha in the local government areas of Cockburn and Kwinana for redevelopment for industrial use.

The Act requires LandCorp – the State Government's property developer – to plan, undertake, promote and coordinate the development and redevelopment of land within the Hope Valley Wattleup Project (HVWP) area.

In March 2005, the HVWP Master Plan developed by LandCorp, in consultation with the Department for Planning and Infrastructure (WA Planning Commission) and the then Department of the Environment (DoE) was gazetted.

Officially launched as *Latitude 32 Industry Zone* by the Planning and Infrastructure Minister Alannah MacTiernan in December 2006, this is arguably Australia's largest industrial redevelopment project.

*“We're pleased to see the project moving ahead. It's a **significant project** for the region – in the long run, it will provide jobs for our children, close to their homes, and help make the city more **economically sustainable**.”*

– Mayor Stephen Lee,
CITY OF COCKBURN