



[www.menzies.wa.gov.au](http://www.menzies.wa.gov.au)

# Shire of MENZIES

To be a prosperous, sustainable and dedicated community in which all residents are able to participate in decision making and benefit from the Shire's many opportunities.

# MENZIES SNAPSHOT



## LIFESTYLE

**490**

Population

**38**

Median Age

**\$776**

median personal  
weekly income

**10.7%**

Unemployment rate



## BUSINESS

**\$90M**

In wages

**697**

Employees

**\$50K**

Residential Building  
Approvals

**\$150K**

Non-Residential Building  
Approvals



## INDUSTRY

**\$215M**

Contribution to GRP

**\$593M**

Output of industries

**\$516M**

Mining

**\$750M**

Sales value of minerals

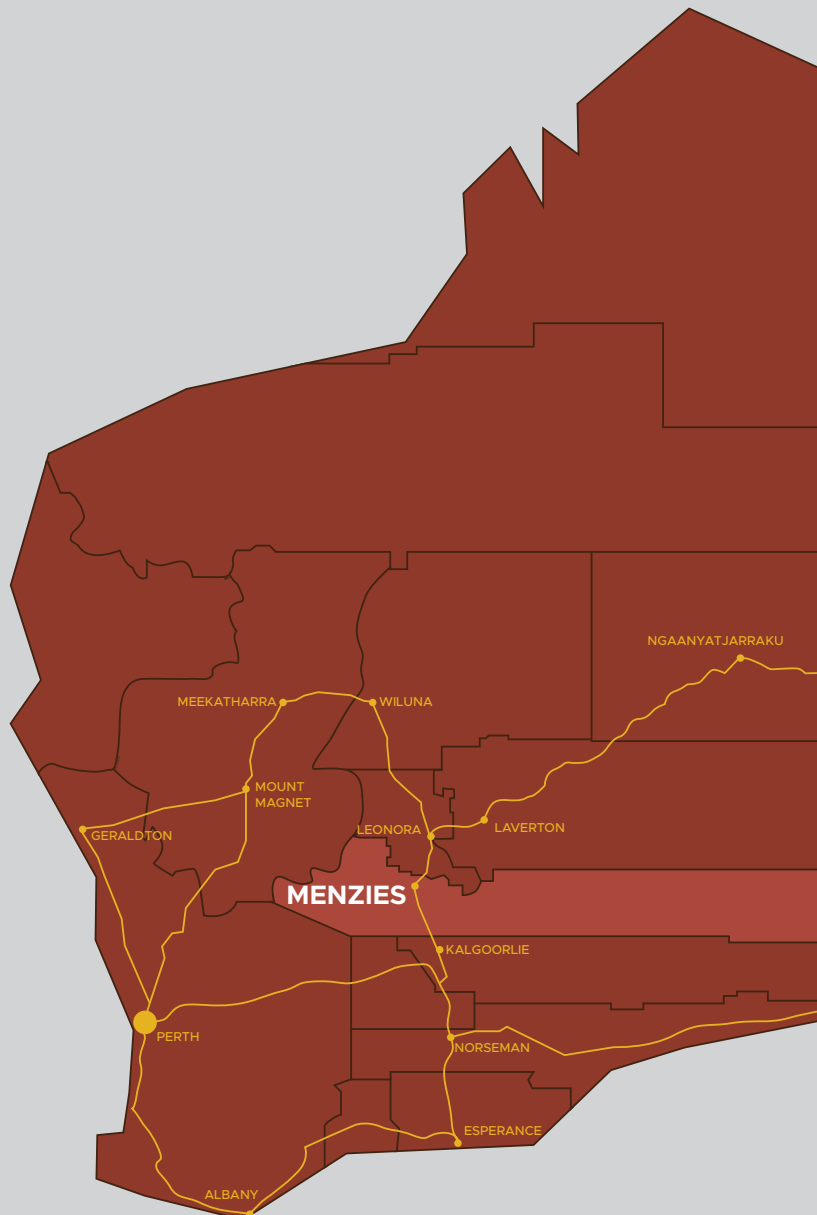


# About Menzies

Menzies is located 730 kms east of Perth and just 124km north of the regional city, Kalgoorlie. Extending to the South Australia border, the Shire also includes the communities of Tjuntjuntjara and Kookynie. The Anangu, or Spinifex families from Tjuntjuntjarra go back at least 600 generations.

With a mix of tourism, agriculture and mining, Menzies has a small, but diverse economy that punches well above their weight. They also have arguably the most iconic tourist attraction in the region; Lake Ballard. 51km out of Menzies Township stands the “Inside Australia” exhibition. A statue installation on a salt lake; designed and constructed by internationally acclaimed artist Antony Gormley. Menzies also boasts other artistic excellence, with spinifex works being on display at the British Museum in England.

Menzies, like many other towns in the region boomed during the gold rush of the late 1800’s. Menzies today continues to be a thriving community, strategically located between Leonora in the north and the City of Kalgoorlie-Boulder. With ongoing growth across the mining, agricultural and tourist sectors, it is worth exploring investment opportunities in the Shire.



# Lifestyle



The Menzies, Kookynie and Tjuntjuntjarra communities are unique and flourishing. Whilst not large communities, they have all of the critical facilities you would expect in localities their size with a nursing posts/medical clinic, schools, café, arts centre, gallery, visitor centres, telecentres, pub and general stores. Menzies is also right on the doorstep of access to the City of Kalgoorlie, with all of the services and amenities you'd expect from a city, including one of the largest regional hospitals in WA, tertiary study opportunities, and a large retail sector for all you may need.

The communities have long-term stable population bases. Menzies residents can take advantage of the natural beauty which surrounds them, low crime-rates, relaxed lifestyle and access via high quality roads

to Kalgoorlie in the South and Leonora to the north. Weekly public transport services provide a bus connection between the communities from Laverton to Kalgoorlie, where daily flight and rail operate into Perth.

The Shire seeks to leverage off current opportunities, such as mining and tourism to further enhance community lifestyle and often spearhead community projects such as the recent development of a youth centre in Menzies, or upgrades to the caravan park and access roads. The locations are idyllic and are a haven for those seeking to reside in a close-knit community, leaving behind the hustle and bustle.



# Profile:

## Finalist in the Global Teacher Prize

Within the Shire of Menzies there are two community schools providing high quality education from kindy to year 12. The Tjuntjuntjara Remote Community School principal Charlie Klein was recently a finalist in the Global Teacher Prize- one of only 50 people in the world and presented annually to an exceptional teacher who has made an outstanding contribution to the profession.



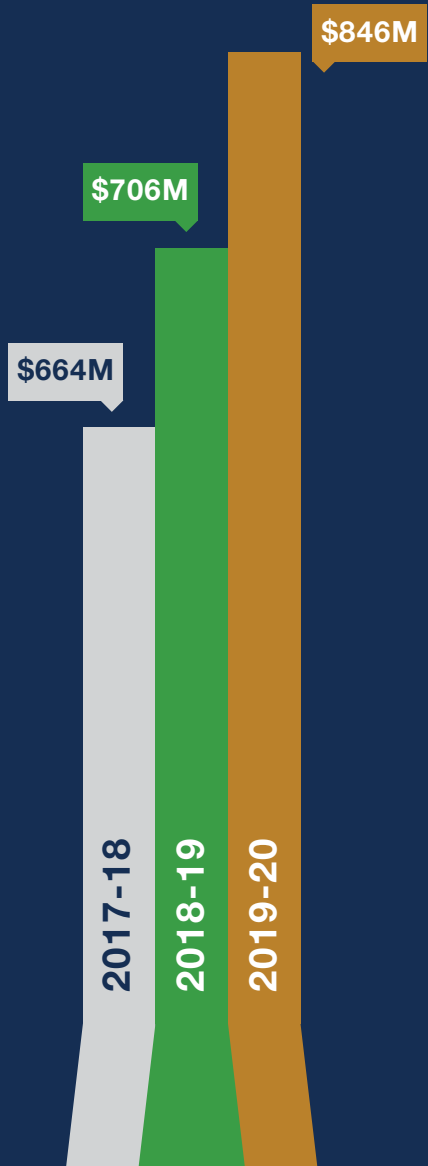
# Kookynie:

## Willie the Horse an unlikely pub guest

Dubbed a living ghost town because of the numerous heritage and historic buildings, Kookynie has a pub which has been supplying locals and tourists for years. One day, it wanders a horse, since dubbed Willie. As stated by the pub owner at the time: "Walk out and saw it wasn't a cow, it was a bloody horse. He was meandering around the front veranda looking for water". He has become a well-known identity now, garnering national media and with a solid social media following, bringing increasing numbers of visitors to this busy little outback location.



# INDUSTRIES IN THE REGION



**VALUE OF MINERAL SALES**





## TOURISM

Menzies is a great destination to explore between Kalgoorlie and the communities further north. Due to its location it makes a great day-trip or great to explore as part of a longer journey.

There is no doubt Menzies boasts the most iconic tourist attraction in the region (Lake Ballard, Inside Australia exhibition). There are several other fantastic attractions, including;

- Goongarrie Cottages
- Kookynie, a living ghost town
- Niagara Dam
- Golden Quest Discovery Trail
- Ilkurlka Aboriginal Tours
- Menzies Rodeo

In addition, the community hosts the annual Menzies Classic- a road bike race event with origins from 1928. It is the richest handicap event in Australia, and links with the famous Golden Gift event during the June long-weekend.



## MINING

There is extensive mining activity in the region, including;

- AngloGold Ashanti Australia Sunrise Dam and JV with Independence Group, Tropicana gold operations
- Salt Lake Potash, Lake Ballard and Lake Marmion
- Ora Banda Mining, gold projects
- Kingwest Resources, Menzies and Goongarie projects
- Saracen Gold Mine, Wallbrook Project and Carosue Dam gold operations
- Mineral Resources, Claw Project
- Orminex, Comet Vale gold operations
- Hawthorn Resources, gold projects

Since gold was first discovered in the late 1890's, Menzies has been a place where a gold fortune could be made. A town quickly sprung up to support the burgeoning industry, and that history, ongoing infrastructure development, and an optimistic outlook, assure mining developments continue in this area.



## AGRICULTURE

Several Pastoral Stations operate within the Shire, producing high quality cattle for export.

With excellent water sources, well-developed infrastructure, and growing international markets, the agricultural sector in Menzies is worth \$8m annually to the local economy and the fourth largest Shire export behind mining, construction and manufacturing. Towards the inland part of the Shire, the Spinifex Rangers undertake a number of NRM land management programs.



# INVESTMENT OPPORTUNITY

- Caravan park and camping area development
- Senior Citizen's Centre
- New works depot office and Amenities
- Tourism improvements Lake Ballard and Niagara Dam
- New staff house
- Maintenance of heritage buildings
- Housing maintenance works
- New public toilet for the Menzies truck bay
- Extending the town footpaths
- Further 5km sealing of the Menzies NW Road
- Extensive road maintenance program
- Cyclclassic and Rodeo events

**\$483,859**

Per capita gross regional product

**\$89M**

Value of wages and salaries

**\$552M**

Value of Exports



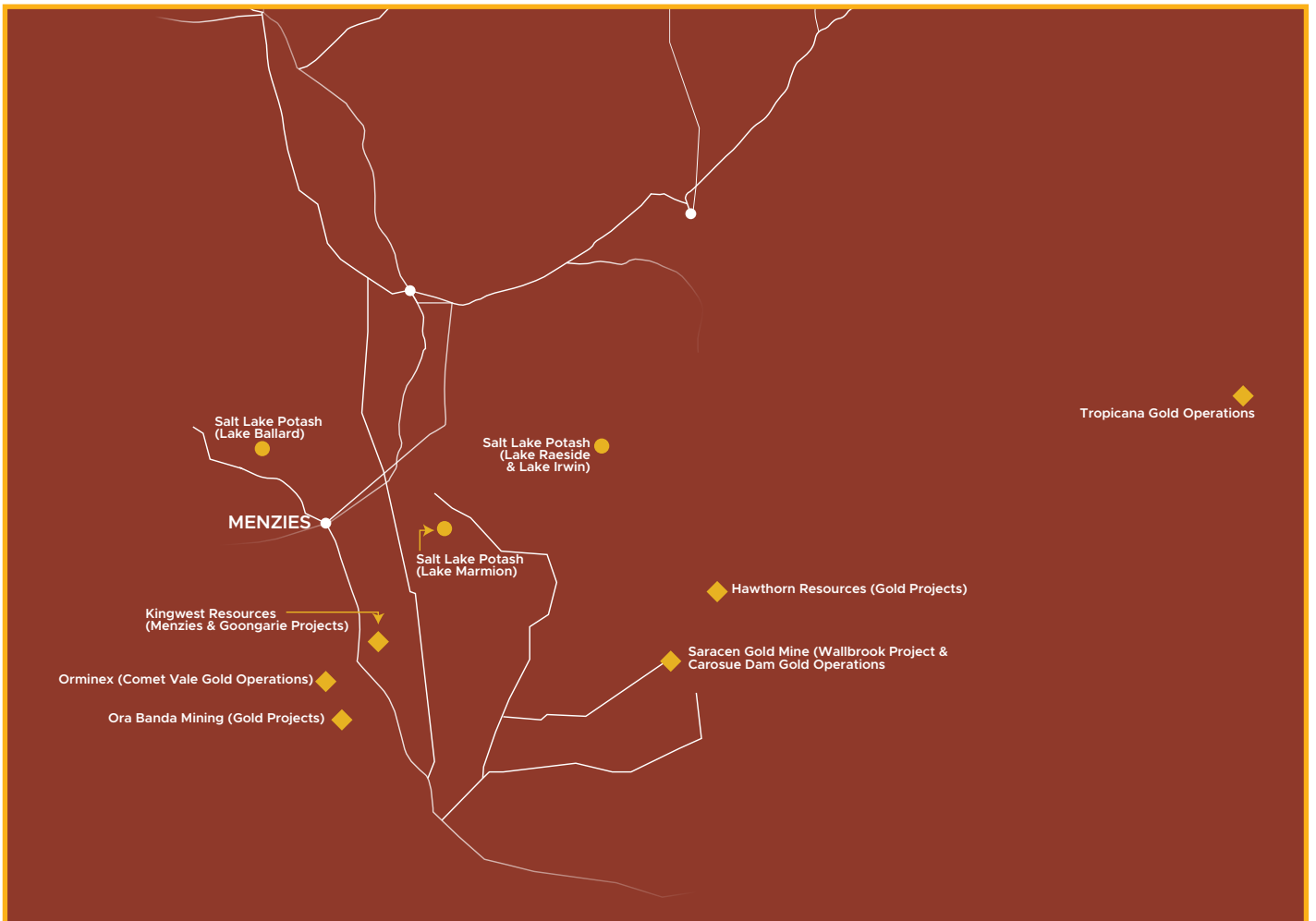


## MAJOR INVESTMENT HIGHLIGHTS

- \$200,000 youth centre development
- Participation in Waterwise Towns Program
- Mobile Phone Tower Blackspot program
- Surface grade airstrip, construct all-weather passenger shelter and LED windsock solar lighting to the Tjuntjuntjara airstrip (\$36,937)
- \$23.8 million to significantly upgrade housing, power, water and sewerage facilities at Tjuntjuntjara

## FUTURE COMMITMENTS

- CCTV for nursing post in Menzies
- Aboriginal Tour Guide Skill Development Program and Tour Guide Development Plan



# DARK SKY PARK/ASTRO TOURISM

Menzies is the stargazing destination of the region; unpolluted skies and free from bright lights; it is a premium location for clear and brilliant views of the night sky.



# INCENTIVES

The Shire of Menzies welcomes the opportunity to facilitate and support investment for economic development and growth. A range of services can be made available to targeted investment opportunities, including:

- Dedicated Point of Contact – work with investors and developers to assess project and/or development suitability, facilitate rapid response on council matters, and consider other support options from inception to completion.
- Accelerated Assessment – project and/or development applications will be provided with accelerated assessment by the Shire as it aims to reducing red tape, time and costs.
- Incentives – the Shire provides a range of incentives to targeted desirable developments:
  - o Delayed payment of charges
  - o Reduced rates for a range of developments
  - o Assistance with accessing State and Federal Government programs



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To discuss your project or development opportunity,  
the Shire of Menzies welcomes your communication:

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