



Collie: the place to invest

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International Graphite

The south-west town of Collie has long been the heart of power generation for Western Australia (WA), with the town's coal mines and coal-fired power stations having generated much of the State's electricity for more than 100 years. Today, Collie is moving forward in the global shift away from emission-intensive processes and welcoming new businesses across future clean energy, energy intensive industries, green manufacturing and minerals processing.

As an established industrial hub, Collie offers a unique opportunity for new industry investment, with a diverse and skilled workforce and a community dedicated to the town's next chapter. The WA Government is working closely with industry, community, and workers' unions in Collie to ensure a **Just Transition** for the town, to help secure a strong economic future and support the skilled workforce with a pipeline of long-term and sustainable jobs in the journey toward net zero.

Workforce and Skills



- Skilled workforce of over 4000
- Wide range of transferrable skills and qualifications
- Dedicated support from the **Collie Jobs and Skills Centre**
- Transition Coordinators supporting re-skilling and retraining workers for future industries

Government Supported Industrial Land Development



- Wide range of industrial land options
- Suitable for light manufacturing, general, or heavy industry.
- Funding committed to support servicing infrastructure for new industry

Established Electrical Infrastructure



- The centre of South West Interconnected System (SWIS)
- Connected electrical infrastructure at a range of capacities
- Planned upgrades to infrastructure, ready for future industry

Established Transport Infrastructure



- Located on major transport routes
- Access to rail and extensive road freight networks
- Central link to Wheatbelt and Great Southern mining areas and regional centres
- 55km from the deep-water Port of Bunbury

A supportive Business Environment



- Diverse range of local suppliers and sub-contractors
- **Small business support**
- **Funding support and assistance available to new and existing businesses**

A Place to Live and Play



- **Significant investment to boost tourism infrastructure**
- 73% increase in tourism over recent years*
- Strong economic opportunities, sense of community, and quality amenities

Collie's industrial land unlocked

Collie's Coolangatta Industrial Estate is a strategic location for industry, with **recent Government investments** enabling essential servicing to help secure job-creating industries for the region. The funding support will help deliver upgrades to power and transport infrastructure, as well as safer roads for the Collie community, bringing industry-ready land steps closer for large scale projects.

Agile and highly skilled workforce

Collie's strong workforce has skills developed over decades working in the mining and energy sectors, and is expanding its capabilities to support new and emerging industries. With **a commitment to upskill and reskill workers** through the new **Jobs and Skills Centre**, efforts underway are preparing the transitioning workforce for future demand with free training that is tailored to new industry requirements, making Collie an optimal location for large-scale business investment.

A transition with momentum

A range of large-scale industrial projects have already been supported by the WA Government.

- Combined total of \$8.5 million to **International Graphite** to support its journey toward Australia's first full-scale graphite micronising plant in Collie.
- \$7 million to **Magnium Australia** to support the feasibility study and pilot plant for its full-scale magnesium refinery.
- Combined \$3 million to **WesTrac Technology Training Centre** to establish an advanced training centre for autonomous mining equipment.
- \$2.7 million to **Green Steel of WA** to support a bankable feasibility study for its proposed green steel mill.
- \$2 million to **Quantum Filtration Medium** to help build its new manufacturing plant in Collie.
- **Synergy** is currently constructing the **Collie Battery Energy Storage System (CBESS)**, part of a wider \$2.8 billion **State Government investment**, which will support WA's electricity system and its transition towards a renewable energy future.

Read more about the industry milestones in Collie [here](#).





Magnium Australia's Pilot Plant

Government support

The WA Government is seeking to attract businesses and large-scale industrial projects that can help expand Collie's economy as it continues to move away from its reliance on coal. While various **funding opportunities** are available, the **Collie Industrial Transition Fund** supports sectors such as green manufacturing and mineral processing, energy intensive industries and future clean energy industries to leverage off the region's skilled workforce. Along with activation of critical industrial land, the fund supports projects that create long-term, sustainable jobs for skilled energy sector workers impacted by the staged retirement of Collie's State-owned coal-fired power stations.



Synergy's Collie Battery Storage System (artist's impression)

Where to start

The **WA Government's Collie Delivery Unit** is committed to the diversification of Collie's local economy and can help those looking to bring their ideas for Collie to life.

Collie Delivery Unit

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