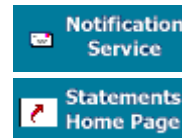


Government of Western Australia
Media Statement

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New business prospectus and brand for Armadale region

9/2/06

The Armadale Redevelopment Authority (ARA) is launching two new marketing tools to help attract investment to the region.

The innovative new DVD-based multi-media business prospectus and fresh regional logo is to be launched in Armadale by Planning and Infrastructure Minister Alannah MacTiernan.

The tools were developed for the ARA by the University of WA Business School's Centre for Entrepreneurial Management and Innovation.

Ms MacTiernan said the multi-media business prospectus would help convince potential investors of the benefits of investing in Armadale.

"There is a need for a prospectus to demonstrate the rapid growth and development of Armadale and what is underpinning this growth and the investment opportunities the area offers," she said.

"Armadale's particular circumstances and the need to break down negative perceptions were the catalyst for the prospectus, which allows people seeking information to examine and interrogate the extensive database and use it in a way that is appropriate to their particular needs.

"A traditional prospectus is a hard-copy document that dates quickly. These days many people use the Internet to research potential investment opportunities, and they are interested in a holistic picture of the community - they want to know about its lifestyle, environment, health and education facilities, Government investment in infrastructure and so on.

"This prospectus, which is both a website and a CD-ROM, gives quick and easy access to up-to-date information relevant to all levels of investors,"

The Minister said the new regional branding reflected the energy and optimism surrounding Armadale. Its colours and curves derived from Armadale's natural environment and growth potential, and the slogan 'A natural place to grow' captured the essence of the region's appeal.

Ms MacTiernan said that from its inception the ARA had set out to do things differently.

"In the last few years the ARA has taken the lead on a range of matters including sustainability, requiring the use of rainwater tanks and a five-star energy rating for homes in the Champion Drive residential area and promoting housing diversity," she said.

"This business prospectus again demonstrates the ARA's leadership in promoting investment in Armadale."

The Director of the Centre for Entrepreneurial Management and Innovation, Associate Professor Tim Mazzarol, said that the interactive prospectus was believed to be the first of its kind in Western Australia.

"Because it is interactive, the ARA can easily update its data and add information on the redevelopment projects - even monitor trends," Professor Mazzarol said.

"The new regional brand can be used to draw together various parts of the Armadale community and help reinforce its unique nature and products."

The ARA will licence at no charge the use of the regional brand by businesses, community organisations and property/land developers.

The Carpenter Government is committed to providing new opportunities for all Western Australians.

Minister's Office - 9213 6400

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