



Regional Economic Development Grants

Jarrahfal Bush Camp



The Regional Economic Development Grants program, commonly known as RED Grants, is a \$45.8 million (over eight years) State Government initiative that invests in locally-driven projects to stimulate economic growth and development in regional Western Australia.

Jarrahfal Bush Camp was one of 10 recipients for Round 3 Peel RED Grants in 2020-2021.

Jarrahfal Bush Camp is a 35-hectare property in Dwellingup that has been operating as a purpose-built outdoor adventure camp and accommodation facility set amongst native bushland for over 30 years.

The Grant funds of \$170,000 enabled the business to upgrade facilities to facilitate expansion into new camp markets, corporate training, events and the wedding sector, diversifying tourism visitation in the Dwellingup area. Facility upgrades included:

- The construction of the Mess Hall and Activity Centre
- Upgrades to the Bunkhouse, Dining Hall and new Chalet Bunk House.

When interviewed, the overwhelming response from the Jarrahfal owners on receiving the RED grants funds was one of ecstatic elation. The grant funds assisted the business to secure finance for the project and fast track construction.

Jarrahfal Bush Camp is a “truly unique place to enjoy nature and escape the craziness of day- to-day living. Nestled amongst the serene surrounds of Dwellingup, it’s a stunning venue with everything you need to hold a bush-themed wedding or special group event. Group accommodation is available, making it the perfect place for large multi-day events and camps. Whatever the needs of your group, Jarrahfal Bush Camp has accommodation option to suit”.



The objectives of the Round 3 RED Grants Program included:

- Sustainable jobs
- Expanding or diversifying industry
- Developing skills or capabilities
- Attracting new investment in the region
- Maximising recovery from the COVID-19 pandemic impacts.

For more information about Peel Regional Economic Development Grants, please visit our website – www.peel.wa.gov.au or contact us on 9535 4140.

For further information about Jarrahfall Bush Camp head to <https://jarrahfall.com.au>

Expanding and Diversifying Industry

The project was completed on 4 January 2022. Outcomes from the project include an increase in hosting school camps with Jarrahfall Bush Camp now able to accommodate 150 school children at the same time, meaning they can host multiple school camps during the same period. This outcome has positively benefited the business with it exceeding its revenue target set through 62 school visits in 2021. Due to the increase in school visits, alongside an increase in private visitors and weddings (especially in 2022), there has been an opportunity for additional staff in a range of jobs such as: camp instructors, cooks, cleaners, managers and administration staff.

With the ever-expanding business, Jarrahfall Bush Camp is looking to develop staff skills and capabilities into the future, for example, within the hospitality sector with 2 staff training to become chefs. They are also looking to offer a range of traineeships programs for staff to learn how to become instructors with a Certificate III in Outdoor Leadership for school camp visits.

Overall, when evaluating the success of the grant and the expansion of Jarrahfall Bush Camp, the target of increasing the total visitors per year of 6,600 visitors has well and truly been exceeded. This is both a positive step forward for the business and for driving tourism sector growth in Dwellingup and surrounds.

Throughout the project construction, the grantee had a strong focus on ensuring the project benefited local business and contracted local trades who used local staff and products where available. The increase in bookings for the centre has also had a direct positive impact on local suppliers such as caterers, grocery store and hospitality venues.

There are many exciting opportunities on the horizon for Jarrahfall Bush Camp. When interviewed, the business was most excited about the opportunity for increased wedding bookings. With the new fully refurbished accommodation, along with a beautiful wedding space, there is great appeal to the wedding market. This is an exciting new opportunity for the business to expand and grow.

The business is currently occupying only approximately 12 of the 35 acres available to them and next steps for their development is to continue to attract new investment into the area and the Dwellingup region. These plans can be aided by Jarrahfall Bush Camp holding a number of exciting events to expand and diversify their product offering. For example, during the Easter long weekend, the business puts on the ultimate fun-filled family weekend called the Ring of Fire. This event is a three-night family-friendly music festival where there is something for everyone offering a range live music, movies, kids activities and an Easter egg hunt. The Ring of Fire creates that "around the campfire" atmosphere with the audience becoming part of the performance, gathering around to sing the night away to a huge list of songs, old and new.

Overall, the Peel Development Commission is pleased to see the RED grant providing opportunities for Jarrahfall Bush Camp to expand and diversify their business and establish and upgrade their Activity Centre and Mess Hall which will ultimately drive tourism within the Dwellingup area.

Outcomes Achieved

RED Objective	Project Outcomes
Sustainable Jobs	17 jobs - including chefs, instructors and cleaners.
Expanding or diversifying industry	Increase to a total of 6,600 visitors per year Increase to a 150 bed capacity Increase in school and corporate revenue streams.
Developing skills or capabilities	5 new trainees
Increasing productivity	Increase in capacity – holding larger bookings which increased profitability.
Local content	100% local content in project expenditure through the use of local builders and local materials

**Strong economy
Creating jobs
Diverse industries**



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