

LANDMARK POSTCODE

2795/2800



Views overlooking the township of Orange.

Story: Sheryl Allen

LOCATION: Bathurst and Orange
2.5 – 3 hours west of Sydney

POPULATION: 34,000 (Bathurst)
39,000 (Orange)

INDUSTRIES: Agriculture, manufacturing,
mining, education, retail,
tourism

CLIMATE: Seasonal
Summer: 12.4°C – 28.3°C
Winter: 0.4°C – 11.7°C
Rainfall: 600 – 870mm

The fact that Bathurst and Orange are just 56km apart has been no hindrance to them developing as distinctive and vibrant regional centres.

Between them, these two central west locales have experienced some of the fastest growth in inland Australia, successfully transforming from agricultural service centres to thriving, cosmopolitan cities where manufacturing, tourism, mining, retail, education and government services combine in a rock-solid, diversified economic base.

Yet Bathurst and Orange have managed to retain their liveability and appeal as character-filled lifestyle destinations.

“As a country community, locals enjoy the best of both worlds. Orange is far enough from Sydney to be self-sufficient but near enough to enjoy what it has to offer,” says Landmark’s Stephen Townsend.

Landmark’s Bill Marshall adds: “Up until the last 18 months or so, most of the property interest in and around Bathurst has come from Sydney prospects seeking lifestyle and recreation properties in reasonable proximity.”

“Despite the many challenges for people on the land over the last few years, there are still plenty of houses being built and lots of confident farming families who are looking ahead to better seasons. We are within easy reach of the capital and there is such a diversity of opportunity here.”

That diversity endows Bathurst and Orange with a buffer against the general economic downturn. Both centres have very positive index values for economic diversity in comparison to the regional and national economies. That means less reliance on any single industry sector and more resilience against variables such as climate change or global financial uncertainty.

Manufacturing is a big part of the economic mix. Orange boasts the big-workforce whitegoods maker, Electrolux, and Bathurst is home to several significant manufacturers including Masterfoods (pet food), Simplot (vegetable canning), Devro (edible collagen casings) and EDI (railway rolling stock components).

Newcrest Mining’s Cadia Valley Operations (just outside Orange) is the state’s largest gold and copper producer and is proposing a multi-billion dollar expansion program.

Both centres have significant education sectors, including Charles Sturt University campuses. Bathurst has three boarding schools servicing the rural west of New South Wales and there is a great choice of public and private schools in each of the towns.

Bathurst is notable as Australia’s first inland settlement. With its earliest beginnings recorded

in 1815, its 200-year milestone is approaching and its lengthy heritage is evident in beautiful period streetscapes.

“Today we’re probably best known for Mount Panorama, the racetrack where the famous Bathurst 1000 race has been staged since 1960,” says Bill. “Motor sport enthusiasts visit year-round to drive the circuit and explore the National Motor Racing Museum where Peter Brock is memorialised.”

Bathurst and Orange share a highly productive agricultural catchment which includes beef, wool, cereal crops, fat lambs, horticulture and orcharding.

“Our cool climate wine industry is growing steadily as is our reputation for gourmet produce,” adds Stephen. “Orange has all the facilities and opportunities you could wish for yet, just ten minutes out of town, you are in the bush.”

And there’s something else that Bathurst and Orange share, a lively but good-natured rivalry.

CONTACT:

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Landmark Orange (02) 6362 6252

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PROPERTY GUIDE:

Residential: good four bedroom home
\$325,000 – \$450,000

Lifestyle: house on five acres
\$500,000 – \$650,000

Rural: good grazing country \$1,500
– \$1,800 per acre