



Overlooking Broken Hill at Line of Lode miners memorial. Image courtesy of Broken Hill City Council.

Story: Sheryl Allen

LOCATION: Broken Hill
6.5 hours northeast of Adelaide

POPULATION: 20,200

INDUSTRIES: Mining, tourism, agriculture, arts

CLIMATE: Temperate
Summer: 18.5°C – 32.8°C
Winter: 5.4°C – 15.6°C
Rainfall: 254mm

Broken Hill is abuzz with a vibrant arts and tourism culture that almost eclipses its renowned origins as a mining centre.

Many consider this outback NSW town to be the home of the true Aussie spirit where hard work and toil bring rich rewards for those who dare.

Since Charles Rasp discovered silver ore here in 1883, there's been no looking back. Broken Hill's massive orebody, known as the Line of Lode, is said to have single handedly tilted the Australian economy from wool to resources.

It has proved to be one of the world's largest deposits of silver, lead, zinc and minerals and continues as a major economic driver in the region.

Global mining giant BHP Billiton can trace its heritage back to the Broken Hill Proprietary Company. Today many mining enterprises operate in the region providing employment for the lion's share of those who live here.

Due to its border location and proximity to Adelaide, Broken Hill is strongly connected

with South Australia and runs on Central Australian Time, one half hour behind most of New South Wales.

Broken Hill is a critical service hub to the agricultural sector of the Western Division, which represents 42% of NSW.

"The Broken Hill pastoral zone is a significant portion of the state," said Landmark's Michael Fernandez. "Landmark Broken Hill services an area spanning 500km north to south and 350km east to west and includes the remote towns of Menindee, Ivanhoe, Wilcannia, White Cliffs, Wanaaring and Tibooburra."

"The grazing land varies tremendously and is renowned for its rapid response after rains."

"The region is also highly recognised as large scale/low cost breeding country with a balanced mix of country ideally suited to both cattle and sheep."

"The entire pastoral country is currently enjoying excellent seasonal conditions."

Property sizes vary from around 60,000 to 100,000 acres for the closer country and 200,000 to 460,000 acres in the remote and marginal areas. Property values can range from \$600,000 to \$4 million, depending on size, location and improvements.

"Demand for grazing land is consistent in this tightly held area," added Michael. "It is influenced by neighbouring graziers wishing to expand existing holdings, investors and breeders from outside of the district who recognise the area as rapid responding, low cost breeding country."

In town itself, many are surprised to discover a diverse population of more than 20,000 people who enjoy a well-served, contemporary, family friendly lifestyle.

Around 300,000 tourists visit Broken Hill each year creating energetic demand for businesses and services.

Many come to soak up the arts culture. The unique and desolate landscapes (and the huge skies) around Broken Hill have inspired countless moviemakers and artists, none more famously than the late Pro Hart.

Galleries and art studios enable visitors to view the natural backdrop and culture through the eyes of a wide range of artists and in a superb array of genres – pottery, sculptures, photographs, crafts, paintings on canvas, murals, acrylics and watercolours.

And the nightlife in Broken Hill is said to be equally colourful. No wonder this place is abuzz!

CONTACT:

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PROPERTY GUIDE:

Residential: good three/four bedroom homes \$300,000-\$395,000

Smaller homes and cottages \$140,000

Rental: Residential homes \$170-\$330 per week

Rural: \$150 to \$250 per dry sheep equivalent (DSE)