

LANDMARK POSTCODE

# 6725



Sunset camel trek and pearl lugger cruise, Cable Beach Broome  
Image courtesy of Tourism Western Australia

**LOCATION:** Broome  
2,300km north of Perth

**POPULATION:** 15,000

**INDUSTRIES:** Aquaculture, agriculture, tourism, pearling, retail, and regional services

**CLIMATE:** Tropical  
Summer 26.1°C – 33.4°C  
Winter 14.1°C – 27.9°C  
Rainfall 574.9mm

Broome is arguably Australia's ultimate holiday destination: the white sandy expanse of Cable Beach, the sapphire blue ocean and its hidden treasure of pearls and the warm, dry winters. It is postcard perfection come to life.

But don't be fooled by the laid back lifestyle. A thriving pearling industry, multi-million dollar tourism market and the flow-on benefit from a booming resources sector means plenty of people are hard at work in Broome.

Originally settled as a pearling port, Broome remained a single-industry settlement for nearly 100 years before improved transport links started to lure intrepid visitors in growing numbers. These days, Broome's population doubles during the tourist season. Backpackers, grey nomads and luxury holidaymakers are all drawn to this unique stretch of Western Australia's northern coast.

Landmark's Andrew Stewart says the huge visitor numbers means accommodation is at a premium and there is pent-up demand for housing and services.

Several holiday resorts are being developed or extended, a suburban shopping centre is expanding to include a Target store and 16 specialty shops and the Broome hospital is undergoing a \$42 million upgrade. A 60 bed aged care facility is also being built.

"Every available inch of land is being developed but supply is the big problem," he says.

Pastoral leases surround Broome so there is very little stock of privately owned land, especially for housing. The state government recently made some residential land available for staged release. A proportion of that land will be developed into group or medium density housing.

Limited supply has fuelled price surges. The average house price in Broome is \$720,000. A year ago it was \$537,000 and in 2002 it was \$278,000. Blocks of land are just as highly prized. An average block is selling for \$443,000. A year ago it sold for \$266,500.

Investment properties are fetching premium rentals. A one-bedroom unit could cost \$300 a week to rent – if you can get it, says Andrew.

The mining sector has created further demand for housing and has also drained skilled labour from other industries, such as construction.

"If you brought a block of land in Broome today you wouldn't start building for three years."

Similarly, agricultural workers are in short supply on the vast cattle stations and horticultural operations that stretch into the Kimberley.

Kimberley pastoral leases are highly sought after. High regional rainfall means the land can

carry more stock than other pastoral country in Western Australia.

During the dry season from March to September, cattle are prepared for the live trade to Indonesia and, to a lesser extent, Malaysia. Between 80,000 and 100,000 head of cattle are shipped out of the Port of Broome each year.

Andrew says Broome is growing strongly and, like many towns in Western Australia, enjoying the benefits of the resources boom.

"It's an expensive place to live because all goods need to be freighted long distances," says Andrew.

"But there's nothing else like it. The Broome lifestyle far outweighs any of the negatives."

#### PROPERTY GUIDE:

Residential: Average home \$720,000

Larger acreage: Recent sale: "Yakkamunga", 468,109 acres of pastoral lease sold with 4,000 branded cattle, two hours from Broome - \$5.6 million