

LANDMARK POSTCODE

6359

The mighty Wave Rock, Hyden.
Image courtesy of Hyden Hotel.

Story: Sheryl Allen

LOCATION: Hyden
3.5 hours east of Perth

POPULATION: 200

INDUSTRIES: Broadacre agriculture,
tourism, mining

CLIMATE: Temperate
Summer: 15.4°C – 33.6°C
Winter: 4.6°C – 16.3°C
Rainfall: 341mm

For a smallish Western Australian wheatbelt town, Hyden does things in a big way – expansive broadacre farming, an enviable tourism industry, a colossal community spirit and some serious “big picture” forward thinking.

“Despite its remote location, it’s a vibrant community with a huge heart. You’d go a long way to find a Western Australian town with as much pride and team spirit as Hyden,” said Landmark’s Steve Wright.

Hyden is on the not-so-commonly-taken direct route from Perth to the eastern states. It services a considerable agricultural precinct, bounded to the east by the vermin-proof fence and spanning prime pastoral country.

“There are some big operators out here with properties up to 15,000 hectares,” explained Steve. “It’s a broadacre cropping focus with some large cattle feedlots and a few producers running other livestock.”

“As an example, we currently have a 4,735 hectare broadacre enterprise with first class

quality soils, mainly improved pastures and excellent improvements listed at \$3.7 million.”

One hundred kilometres to the east at Forrestania, large nickel and gold mining operations also rely on Hyden for their labour pool and provision of services.

But the really big thing in Hyden is Wave Rock and the 100,000-plus visitors it attracts to the area each year.

Wave Rock is an internationally renowned granite landform created by millions of years of erosion. It takes the form of a giant, frozen surf wave about to crash into the bush below.

Hyden has responded cleverly to the interest in Wave Rock with modern tourist infrastructure.

Wave Rock Resort offers 14 two bedroom brick cottages surrounding Lake Magic, just 1km from the rock.

Not far away are the 7 acre Wildlife Park and the Wave Rock Visitor Centre which houses a 200-plus seat café/restaurant, the Wildflower Shoppe, the Lace Place, a souvenir shop and a number of fascinating historical collections. Here you can book a range of experiences including Wave Rock, Wildflower, Wildlife and Farm Eco tours.

In town, the modern Hyden Hotel Motel offers 57 units, a restaurant, gymnasium and more.

The locals laugh that when the hotel is fully booked (and it often is) there are more tourists than townsfolk in Hyden.

According to Steve Wright, entrepreneurial, “future” thinking underpins Hyden’s sense of confidence and optimism.

“Hyden’s agricultural catchment has a role to play in meeting the increasing global demand for basic food,” explained Steve.

“The scale of operations here is very attractive to independent investors who are seeking affordable broadacre properties from where they can supply the world’s growing demand for wheat, meat and grains.”

“Historically, Hyden farmers have had some great years back-to-back. Good rains will create a couple of favourable seasons and get that back on track so producers can make the most of the future demand for their outputs.”

Landmark’s Greg O’Neil relocated to Hyden with his young family less than 12 months ago and has experienced the community’s welcome first-hand. “It’s no wonder the residential property here is tightly-held,” he said. “The people are so progressive and passionate about making Hyden the best it can be. Why would you want to leave?”

CONTACT:

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PROPERTY GUIDE:

Residential: \$190,000-\$250,000

Rural: Quality broadacre country
\$400-\$680 per acre