



Williams's roses in full bloom.
Image courtesy of Munthoola Estate

LOCATION: Williams
2 hours south of Perth

POPULATION: 400 (town), 800 (shire)

INDUSTRIES: Agriculture, service sector

CLIMATE: Temperate
Summer 30.9°C – 14°C
Winter 14.6°C – 5.3°C
Rainfall 495.5mm

To most people Williams is just a whistle stop on the highway between Perth and Albany. It is the gateway to the Great Southern Region of Western Australia and 3000 cars pass through the small township each day en route to some of Western Australia's booming coastal communities.

But this undiscovered corner of the west is on the brink of a new dawn. One of the state's biggest gold mines is being developed at Boddington, half an hour's drive away. Once in full swing, it will be one of the largest open cut gold mines in the Southern Hemisphere, creating more than 600 jobs and contributing \$770 million annually to the state's economy. It is expected that a sizeable number of those workers will live in the region and Williams is preparing to welcome them with open arms.

The small community has much to offer. It is a pretty town with a mild climate. There is a medical centre, primary school, extensive sporting facilities, an 18-hole golf course and a new library building with government offices. High schools, a regional hospital and a major shopping centre

are just 20 minutes away at Narrogin. Albany, Bunbury and Mandurah are all less than two hours drive.

Landmark's Jeremy Genders says Williams offers affordable real estate and a quiet rural lifestyle. A new subdivision has opened with 130 blocks overlooking the Williams River. The house blocks are priced between \$98,000 and \$128,000. Rural residential blocks of up to 7 acres are selling for up to \$315,000.

"This estate will double the population of Williams," says Jeremy

"We've had huge interest already because development land has been in short supply, especially rural residential sites."

Much of the early settlement country along the Williams River is held in multiple titles. When these sell they fetch as much as \$3,000 to \$5,000 an acre as lifestyle blocks, says Jeremy.

Farming land is tightly held. Neighbours quickly swallow up what does come onto the market.

Williams is a safe mixed farming area. Sheep, cattle and coarse grains such as oats, barley and canola are predominant.

The region is known for its reliability. "In 28 years I have never known an absolute crop failure. We certainly didn't suffer during the last drought the way other towns did," says Jeremy.

Williams was first explored in 1831 during an overland expedition from Perth to King George III Sound (Albany). The town became a major stopover point on the coach road to Albany and continues to cater for travellers. Its three roadhouses are thriving businesses. A Wool Shed

cafe complex gives visitors a reason to enjoy a longer break.

The town is known for its glorious display of 400 roses in 500 metres. The floral showpiece is the perfect backdrop for charming heritage buildings that grace the streets.

"We are getting more interest from people looking for a rural escape. Many buyers are being priced out of the coastal areas and

Williams offers a great country lifestyle for people wanting to escape the hustle and bustle of big cities."

Contact:
Landmark Perth (08) 9318 8260
Jeremy Genders 0429 689 920

PROPERTY GUIDE:

Residential: Older style three bedroom home up to \$250,000

Lifestyle: Up to \$5,000 an acre for river country

Larger farms: \$1,200 an acre for mixed farming country