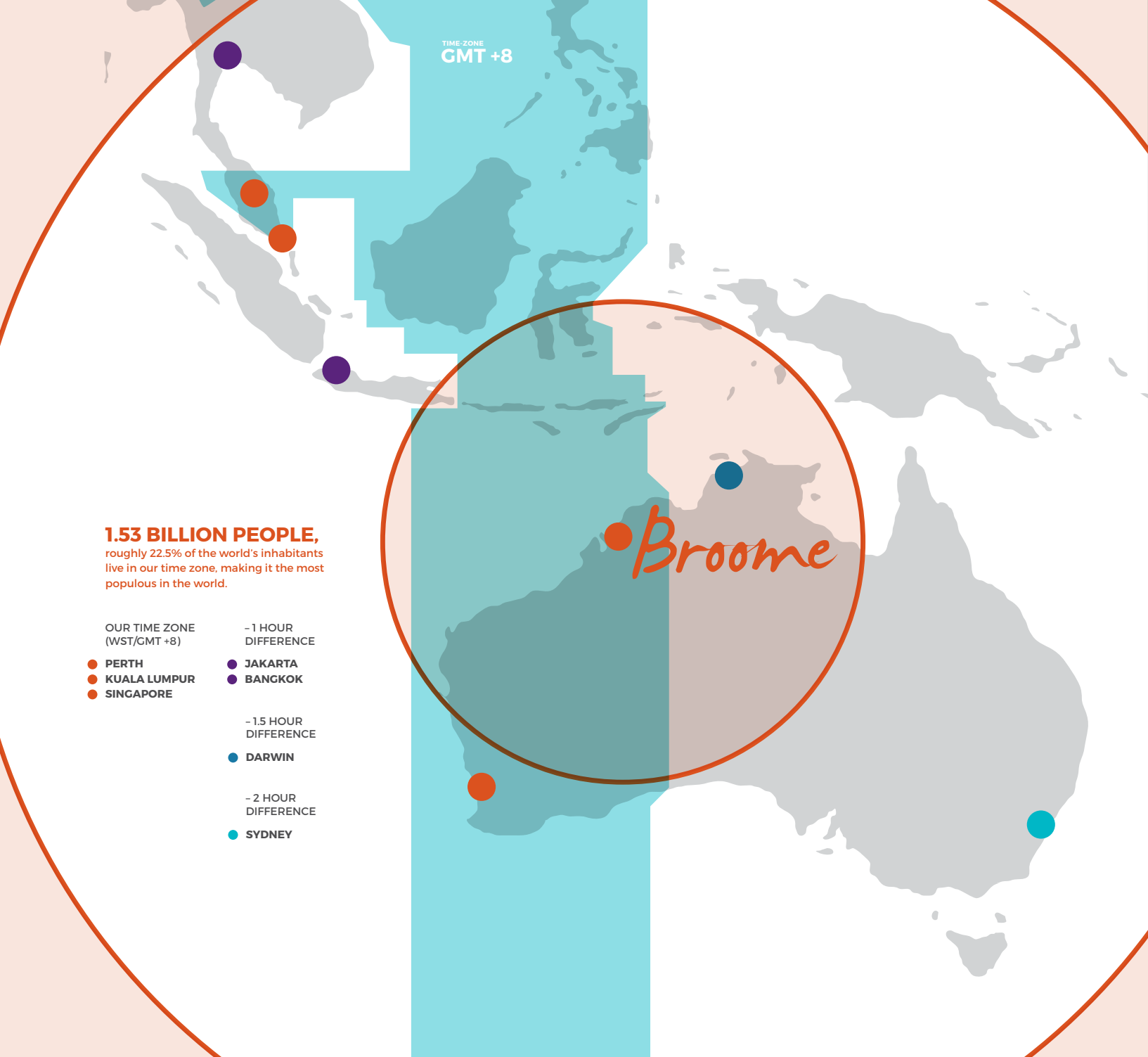


LoveBroome

FIND YOUR FUTURE IN  
**BROOME**  
WESTERN AUSTRALIA





## GLOBAL CONNECTION & PROXIMITY

At first glance it might look like Broome is located in a remote part of Australia. The reality is that Broome is actually located within the most heavily populated and dynamic economic zone on the planet.

Broome's time zone is shared with more than 20 percent of the world's population. That means 1.5 billion people are living and working just a few hours to the north of Broome by air, or a few days by sea.

Businesses in Broome and surrounds are in close proximity to some of

the world's major cities, particularly those driving global growth, such as Singapore, Jakarta, Kuala Lumpur, Hong Kong and Shanghai.

Within Australia, Broome sits between the expanding cities of Perth and Darwin. Perth is approximately 2,200 kms to the south, with Darwin

approximately 1,800 kms to the north. Broome has excellent road and air links to both centres and good air links to other major Australian cities. Telecommunications infrastructure is expanded by the role out of the National Broadband Network allowing Broome to take advantage of the substantial global economic changes that are currently sweeping the world.



## NGAJI GURRJIN WELCOME

Gala wirriya yangarrngaran  
junggarra liyan nyambagun buru.  
Nyamba buru jirra Yawurungany ngarrungunil  
Bugarrigarranyurdany, jarrinygun  
buru mangara.

We are happy that you are  
here in this country.  
This is the land of all Yawuru people  
from the time before time began,  
always and forever

## ABOUT BROOME



The town of Broome is the commercial, residential and administrative centre for both the Shire of Broome and, more broadly, the entire Kimberley region.

By the standards of many countries, the Shire covers a vast area of 56,000 sq km. Nearly 20,000 people live in the Shire, most of them living in Broome itself.

The town has a rich and unique history. Founded more than 100 years ago as a pearling town, it has developed a unique culture that blends Caucasian, Indigenous, Asian and other immigrant heritages into a distinctive community. Broome is located in the heart of Yawuru people's land; the native title holders whose rights in Australian law were determined by the Federal Court in 2006 through a formal agreement between Yawuru, The Western Australian Government and the Shire of Broome.

It is the uniqueness of both the local culture and the environment that gives Broome its world-wide appeal as a tourist destination. Over the last thirty years, Broome has grown rapidly, with the population quadrupling during that time. This growth rate exceeds the rest of regional Western Australia and Darwin. Broome is a

youthful community with a median age in the mid-30s. One third of the population falls into the top three income brackets.

In total, the economy (2013) of the Shire was estimated to be worth over \$1 billion in GRP. While the economy is diverse, it has an emphasis on regional servicing, such as construction and retail. The largest sector in terms of GRP is construction (14.6% of the economy), followed by transport, postal and warehousing (11.7%). While tourism and retail activity represent 12.7% of GRP, they account for approximately 21% of jobs in the Shire.

As the largest population centre in the Kimberley region, Broome provides many of the support and administrative services required by other towns such as Derby, Wyndham and various smaller communities. Broome supports investment and new industries. The current infrastructure and assets provide an excellent foundation for incoming investors to develop and benefit from new economic opportunities within the region.

### THERE IS A RANGE OF IMPORTANT INITIATIVES IN PLACE TO ENABLE FURTHER DEVELOPMENT WITHIN THE SHIRE INCLUDING:

- an international airport with domestic services to most Australian capital cities, regional destinations and a heliport that services growing offshore oil and gas platforms
- a deep water port with readily available capacity, refueling and bunkering services enabling use by container, livestock and large cruise ship passenger capacities
- more than 250km of sealed, all weather roads
- nine primary and secondary schools and post-compulsory education available at Kimberley Training Institute's largest campus

### THE EXISTING BUSINESS COMMUNITY IN BROOME HAS CONSIDERABLE DEPTH AND DIVERSITY INCLUDING:

- significant offshore, and potential onshore, oil and gas fields
- over 23,000 ha of dry land agriculture and identified aquifers
- 1,400 businesses in a wide range of sectors
- over 70,000sqm of commercial floorspace
- 16 hotels/motels/services apartments, 1,290 rooms, and 3,400 bed spaces
- an active pearling and aquaculture industry
- a rapidly developing logistics industry





## INVESTMENT VISION



The Shire, the Western Australian Government and the local business community want to see Broome develop and make the most of its opportunities, while retaining its unique culture and environment for the benefit of residents and visitors.

Over the next 20 years Broome's population is expected to continue growing. If Broome was to experience periods of significant economic growth, the population is projected to reach between 27,000 and 43,000 by 2036.

There are many untapped opportunities throughout the town, Shire and the Kimberley. Global trends are delivering new opportunities to obtain a greater return on investment from the region.

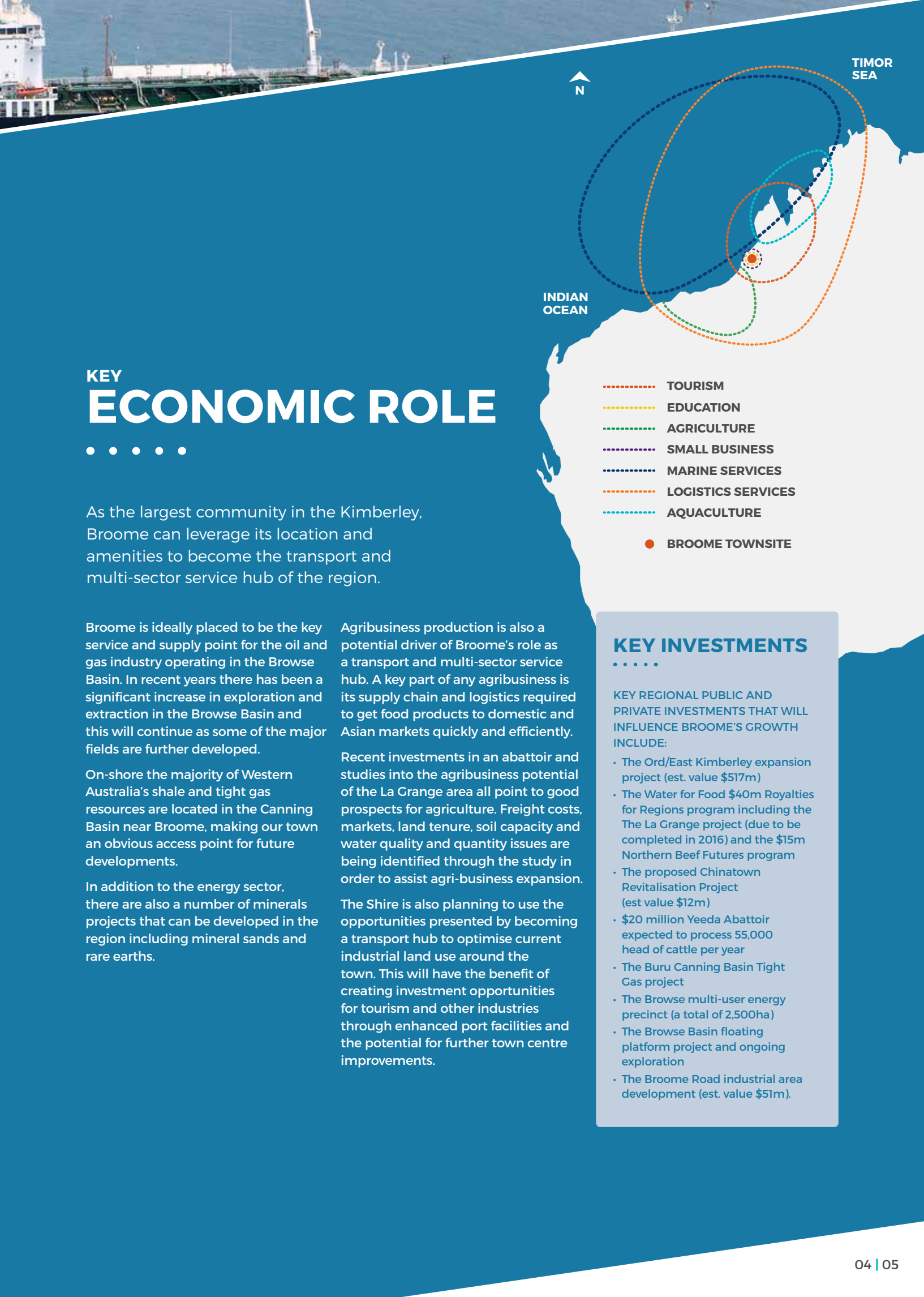
### KEY TRENDS



- increasing development of natural gas and energy resources to satisfy growing Asian demand
- continuing growth in the size of the Asian middle-class and their interest in new foods, tourism and consumer goods
- growing international food markets making arable land and water increasingly valuable
- new transport and communication technologies that are linking Broome more closely and quickly to nearby markets and population centres
- ageing Australian and Asian populations and the emergence of semi-permanent lifestyle seekers interested in travel and experiences
- resurgent tourism markets in the UK, Europe and the US, as well as emerging new markets like China, India and South East Asia.

FOR BROOME THESE TRENDS WILL CREATE A NUMBER OF SPECIFIC INVESTMENT AND DEVELOPMENT OPPORTUNITIES, INCLUDING:

- consolidating the town's role as a transport hub that has a particular focus on supplying and servicing the developing oil and gas industry
- high availability of industrial and residential land to support industry development and population growth
- building on the town's function as a regional health provider
- capturing a greater share of the Asian tourism market through improved and more relevant tourism products, especially cultural, culinary and nature based tourism
- realising the full agricultural, horticultural and aquacultural potential of the region to contribute to exports of food products to meet growing demand in Asia.



TIMOR  
SEA

N

INDIAN  
OCEAN

## KEY ECONOMIC ROLE

As the largest community in the Kimberley, Broome can leverage its location and amenities to become the transport and multi-sector service hub of the region.

Broome is ideally placed to be the key service and supply point for the oil and gas industry operating in the Browse Basin. In recent years there has been a significant increase in exploration and extraction in the Browse Basin and this will continue as some of the major fields are further developed.

On-shore the majority of Western Australia's shale and tight gas resources are located in the Canning Basin near Broome, making our town an obvious access point for future developments.

In addition to the energy sector, there are also a number of minerals projects that can be developed in the region including mineral sands and rare earths.

Agribusiness production is also a potential driver of Broome's role as a transport and multi-sector service hub. A key part of any agribusiness is its supply chain and logistics required to get food products to domestic and Asian markets quickly and efficiently.

Recent investments in an abattoir and studies into the agribusiness potential of the La Grange area all point to good prospects for agriculture. Freight costs, markets, land tenure, soil capacity and water quality and quantity issues are being identified through the study in order to assist agri-business expansion.

The Shire is also planning to use the opportunities presented by becoming a transport hub to optimise current industrial land use around the town. This will have the benefit of creating investment opportunities for tourism and other industries through enhanced port facilities and the potential for further town centre improvements.

- TOURISM
- EDUCATION
- AGRICULTURE
- SMALL BUSINESS
- MARINE SERVICES
- LOGISTICS SERVICES
- AQUACULTURE
- BROOME TOWNSITE

## KEY INVESTMENTS

KEY REGIONAL PUBLIC AND PRIVATE INVESTMENTS THAT WILL INFLUENCE BROOME'S GROWTH INCLUDE:

- The Ord/East Kimberley expansion project (est. value \$517m)
- The Water for Food \$40m Royalties for Regions program including the The La Grange project (due to be completed in 2016) and the \$15m Northern Beef Futures program
- The proposed Chinatown Revitalisation Project (est value \$12m)
- \$20 million Yeeda Abattoir expected to process 55,000 head of cattle per year
- The Buru Canning Basin Tight Gas project
- The Browse multi-user energy precinct (a total of 2,500ha)
- The Browse Basin floating platform project and ongoing exploration
- The Broome Road industrial area development (est. value \$51m).



See Broome Townsite fact sheet for full map

# LAND AVAILABILITY



There is substantial land available for future development in the Shire and the town. The Shire is supportive of development for a range of uses to support the growth of key industries.

Importantly, the Yawuru Native Title Agreement in the form of two Indigenous Land Use Agreements (ILUAs) over the town and surrounding areas provides a framework of certainty that makes the potential development of land quicker and simpler than would be the case without an existing agreement. Positive outcomes of the Yawuru Native Title Agreement are the creation of the jointly managed Yawuru Conservation Estate, new and emerging development in the Broome Road Industrial development area, socially inclusive residential development and collaboration between Yawuru and the Shire over Broome’s built heritage.

There is also a significant amount of industrial land that is already developed and can be further improved, as well as undeveloped land that is appropriately zoned in

readiness for development. The Shire is seeking further opportunities to optimise industrial land use within the town as this will open up further opportunities for future development.

With significant resources of artesian water, due to high levels of rainfall, the agricultural industry covers an area of 12.7 million hectares. Within the region, there are 140 agricultural establishments that cover pastoral stations and horticultural developments. State Government agencies are working with the Shire of Broome, the Traditional Owners and private industry to realise investment opportunities and develop new agricultural projects within the Broome.

The Department of Agriculture and Food is investigating the La Grange water allocation area, south of Broome. It extends south from the

town of Broome to slightly south of Sandfire Roadhouse, 360 km from Broome towards Port Hedland. The project is conducting a prefeasibility of the area including soils, groundwater modelling; approval pathways; and conducting innovative market, economic and investment research with local landholders. This information will provide a solid foundation to support future agricultural developments and foster local and third party opportunities.

The Water for Food program is a \$40 million dollar State funded project to realise additional agricultural and horticultural opportunities across WA. One new project in Broome is the potential expansion of the area known as Skuthorpe just 30 km from Broome town, ideally placed with access to post farm gate infrastructure such as sealed roads, the airport and the Broome Port.

AGENCY	DESCRIPTION	CONTACT
The Shire of Broome	Local Government Authority	<a href="http://www.broome.wa.gov.au">www.broome.wa.gov.au</a>
Nyamba Buru Yawuru	Not for Profit development agency for the Yawuru people	<a href="http://www.yawuru.com">www.yawuru.com</a>
Landcorp	State Government residential and industrial land development agency	<a href="http://www.landcorp.com.au">www.landcorp.com.au</a>
Broome Chamber of Commerce and Industry	Local chamber of commerce for the Shire of Broome	<a href="http://www.broomechamber.com.au">www.broomechamber.com.au</a>





## BROOME CULTURE & COMMUNITY

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Broome has an enviable quality of life compared with many regions of Australia. New housing developments; planned investments in retail; main street renewal; and the existing education and health services combine with the hospitality, natural amenity and transport links to make the town a great place to live.

It's the Broome lifestyle that also makes our town an appealing tourist destination. Perfect balmy weather during winter allows residents to enjoy an unrivalled outdoor lifestyle with access to superb coastline and one of the world's best beaches – Cable Beach. The more humid summer wet season is short lived. The natural landscape creates a range of recreational opportunities from boating and camping to sports and arts.

For more than 100 years Broome housing has been specifically built to suit our local environment and ensure that residents can enjoy a great lifestyle throughout the year. For these reasons Broome has become a great place to raise a family, enjoy a single lifestyle or spend time during retirement.

The Yawuru Native Title Agreement provides, not just a basis of economic certainty, but also a platform for cultural and social recognition which enhances the town's strategic appeal for public and private investment and tourist visitation.

There is substantial accommodation in the community with a variety of housing sizes. The majority of housing is rented (nearly 60%) with the remainder owned or mortgaged.

As a sizeable community that is both a regional and tourism centre, residents have very good access to retail and transport facilities. The number of dining experiences available in the town is comparable to city living.

The Shire of Broome offers a range of services and amenities for the community. The Broome Recreation and Aquatic Centre provides an aquatic facility for leisure and fitness, an indoor sports stadium and courts, outdoor hard courts and playing fields. The refurbished Broome Civic Centre provides the community with a venue for events, live performance and conferences. Over 50 sporting clubs operate in Broome alongside a variety of community groups.

All levels of education are available in Broome, including primary, secondary and tertiary studies. There is a broad range of vocational

training opportunities available at the Kimberley Training Institute's largest campus, which enrolls over 2,500 students annually.

The townscape is unique in Australia in the way that it combines Asian, Indigenous and Caucasian influences. The main street area of Chinatown is undergoing a significant renewal program to help preserve its distinct historic character for the benefit of residents and visitors.

Healthcare services in Broome continue to expand and there is a regional hospital together with regional aged and mental health care services.

Broome has an active calendar of events throughout the year including the Broome Horse Racing season and a range of sporting and cultural festivals such as Cable Beach Polo and the Shinju Matsuri Festival of the Pearl.

Residents of Broome are best placed to judge the quality of life in Broome and they continue to rate highly its natural amenities, sense of community and lifestyle.

LoveBroome

[www.lovebroome.com.au](http://www.lovebroome.com.au)

