

# **Broome Economic Profile**

*Shire of Broome*

**Final Draft Report**

**November, 2012**



**AECgroup**

Outcome Driven

## Document Control

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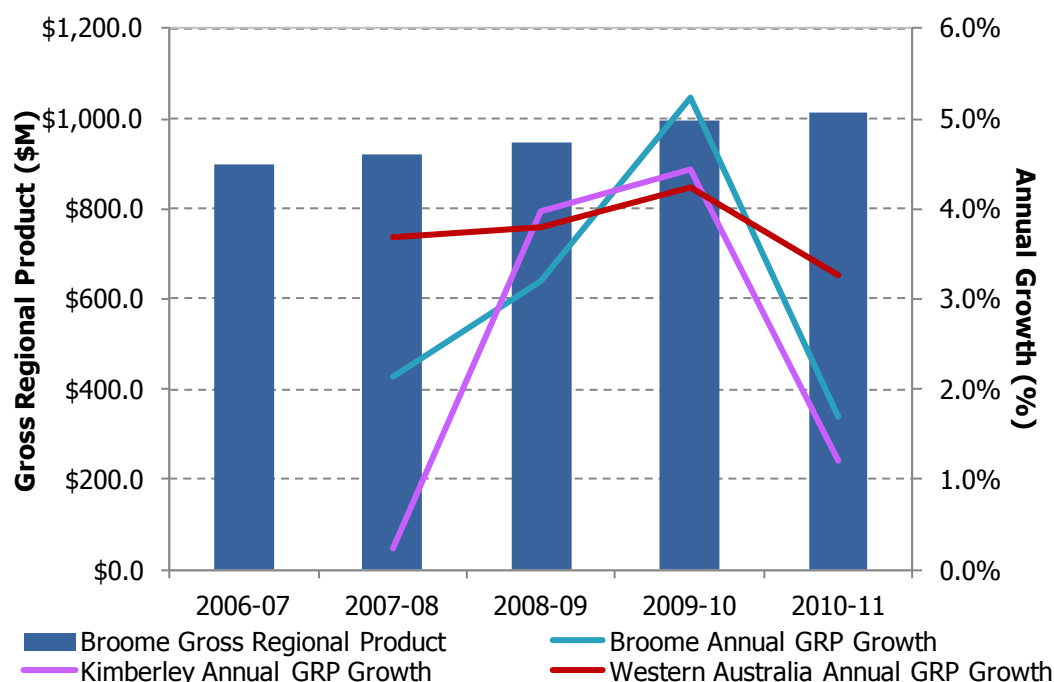
# Executive Summary

## Economic Overview

Broome is the main service centre for the broader Kimberley region and functions as a key tourist destination in Western Australia.

The economy has seen strong growth recently, averaging 3.1% growth per year over the last four years. This growth is as a result of an increase in Broome's service industries, with strong growth occurring in the financial and insurance services, professional, scientific and technical services, public administration and safety and healthcare and social assistance industries.

**Figure E.1 Gross Regional Product (GRP) Chain Volume Measure, Broome**



Source: AECgroup

The economy of Broome is reliant on tourism, with retail trade, transport, accommodation and food services contributing roughly 30% to GRP and employment in the area. The tourism sector is highly seasonal, which means that many businesses operate at very high levels during peak season and then business falls significantly during the low season. These fluctuations can make it difficult to provide for a sustainable economy.

**Table E.1 Economic Structure, Broome**

Industry	GRP	Employment	Business Mix
Agriculture, forestry and fishing	6%	6%	5%
Mining	0%	0%	1%
Manufacturing	2%	2%	3%
Electricity, gas, water and waste services	5%	2%	1%
Construction	17%	10%	25%
Wholesale trade	3%	3%	1%
Retail trade	6%	11%	8%
Accommodation and food services	4%	10%	5%
Transport, postal and warehousing	19%	10%	9%
Information media and telecommunications	4%	2%	1%
Financial and insurance services	3%	1%	4%
Rental, hiring and real estate services	2%	2%	12%
Professional, scientific and technical services	3%	3%	8%
Administrative and support services	3%	4%	4%
Public administration and safety	8%	11%	0%
Education and training	5%	7%	0%
Health care and social assistance	8%	12%	3%
Arts and recreation services	0%	1%	1%
Other services	2%	4%	5%

Note: Business Mix column will not sum to 100% due to 2% of businesses not being allocated an industry sector.  
Source: AECgroup, ABS (2011a)

The potential for the Browse LNG precinct could have a profound impact on Broome, particularly during the construction phase. The project is estimated to represent \$30 billion of capital expenditure and include roughly 6,000 construction workers (at peak) and approximately 400 operational jobs.

## Issues and Opportunities

### Issues

- **Lack of economic diversity:** Broome has historically relied greatly upon tourism and more recently the associated construction and transport activities relating to the mining and resource development in the surrounding Kimberley region and offshore resources. This heavy reliance on a few industries increases the region's exposure and risk to future economic shocks, should there be major issues in any one of these key industries. Additionally, construction is a temporary activity (i.e., characterised by shorter term contracts), so it can be very volatile in reaction to major macroeconomic factors, such as the case during the Global Financial Crisis.
- **Decrease of primary industries:** The primary industries within Broome have decreased significantly over recent years, with the main products, cattle and pearls heavily affected. Broome's pearling industry has been severely affected by the global financial crisis and subsequent European debt crisis. In contrast, the cattle industry has decreased as a result of the banning of live cattle exports from Australia to Indonesia and subsequently, after the ban was lifted, lower demand from Indonesia for Australian cattle.
- **Low value economic activities:** The reliance on tourism has translated into large employment sectors being focused on low value adding industry sectors, which translate through to lower wages for residents.
- **Browse LNG Precinct:** The Browse LNG Precinct would deliver considerable economic injection to the Broome economy during the construction phase. However, the operational phase will see a much smaller workforce and limited supply chain opportunities, given the nature of the on-shore operational activities related to LNG.

- **Housing affordability:** Housing affordability in the region is poor and house prices volatile. If it cannot improve, future population and economic growth may be hindered.
- **Indigenous participation:** There is a high indigenous population in Broome and the broader Kimberley region. Ensuring these residents can participate in the local economy will be important to increasing the standard of living for the indigenous population in the area.
- **Unemployment:** Broome has consistently had unemployment rates above the state average. Participation rates are relatively high, so there is a need for more local jobs in Broome.
- **Pockets of disadvantage:** As revealed in the SEIFA index, there are pockets of extreme socio-economic disadvantage. These pockets the population which are disadvantaged should be addressed.

### **Opportunities**

- **Tourism:** Broome is already an established tourism destination with a strong brand in the market place. Deepening and broadening the tourism product offering and identifying opportunities to lengthen the tourist season will assist the economy to grow in the future.
- **Creative Industries:** Given the significant attraction of the natural environment and lifestyle destination, given sufficient infrastructure, there is an opportunity to build a creative cluster.
- **Resources:** There is a significant amount of investment in future resource developments, including many offshore resources and other resource opportunities in the broader Kimberley region. Given the availability of air and sea transport infrastructure as well as other services, Broome has the potential to act as a service centre for these developments.
- **Regional City:** Broome is already the service centre for the broader Kimberley region. Taking steps to ensure residential/ household (i.e. retail, health and education) and government services continue to grow in Broome will assist to grow the economy and assist in attracting future residents and businesses.

## **Future Considerations**

In order to manage the issues identified above and take advantage of the opportunities the following strategies are proposed for future consideration, including:

- **Tourism Strategy:** A comprehensive review and update of the 2007 tourism strategy is required. There is considerable volatility in the visitor numbers and the low season provides very little economic stimulus. Broadening and deepening tourism experiences and investigations into required tourism infrastructure in order to drive demand are needed.
- **Investment Attraction Strategy:** Given the lack of diversity in the economy, an investment attraction strategy is required in order to provide guidance on attracting investment and new jobs to the area. This strategy will investigate opportunities for diversification based on existing and future competitive advantages as well as identify activities to create more local jobs, add value to the economy and identify any impediments and potential government intervention required to overcome these barriers. The ultimate goal of the investment attraction strategy is to diversify the economy and develop more high value adding industries and jobs.
- **Housing Strategy:** Given the lack of affordable housing, a review of the existing housing strategy is required that investigates the key drivers to the lack of affordable housing and puts forward activities and steps to rectify the situation. The process would include financial analysis of residential development and the identification of significant barriers as well as strategies to encourage a diverse and affordable housing mix.

- **Comprehensive Economic Development Strategy:** Given the lack of diversity in the economy and reliance on tourism, a comprehensive economic development strategy could be considered. It would incorporate the elements above but also identify specific opportunities to grow the economy in meaningful ways, not just in the main settlement but across the Shire in remote and regional locations as well. Beyond research, analysis, identification of impediments and strategies to grow the economy, the economic development strategy would identify and model various business cases for investment and job growth and actually implement these projects on the ground. The implementation of specific projects or opportunities would then be ceded over to the community or private sector. In such a way, the strategy would provide very tangible outcomes beyond the traditional strategic direction and recommendations for implementation. It would assist to build capacity and empower the community.

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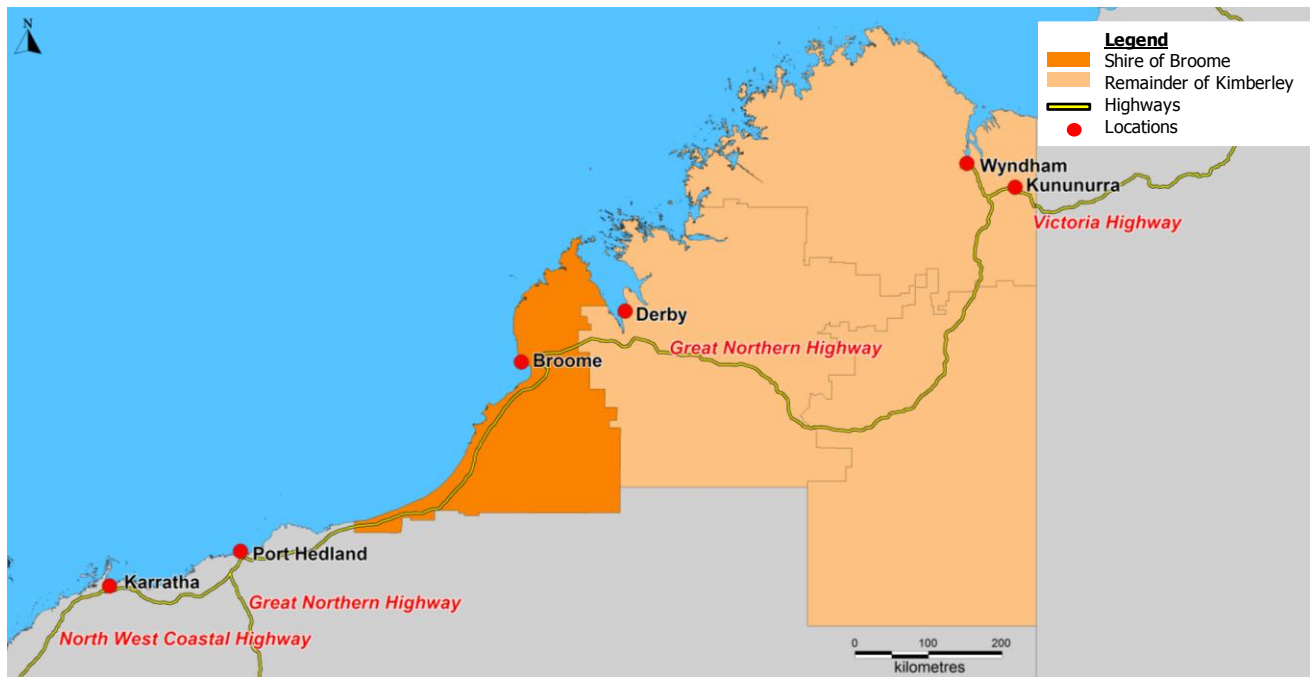
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# 1. Introduction

The Shire of Broome (Broome) is situated in Western Australia's Kimberley region in the north west of the State and encompasses 56,000 square kilometres. Broome has a permanent resident population of 16,031 residents (2011), the majority of whom are located within the Broome Locality in the centre of the Shire.

Broome is the regional service centre for the broader Kimberley region and functions as a critical destination for tourism in Western Australia, with many iconic experiences. While the Kimberley region plays an important role in the resource economy of the State and nation, particularly for the export of pink diamonds (roughly 90% of the world's supply), the Broome economy is geared more towards servicing this broader economy and as a tourist destination.

**Figure 1.1 Broome Map**



Source: AECgroup

The Shire of Broome is currently crafting a new Local Planning Strategy (LPS). In order to better understand the current economic state and existing trends, an overview of recent policies, strategies and the economy is required.

This document provides a summary of the current economy, key issues and opportunities as well as providing key strategies and recommendations for future planning consideration. This economic review coincides with the development of a community profile (Broome Community Profile), which focuses on population and demographic trends and considerations. The two documents should be read in the context of each other.



## 2. Key Planning Studies and Strategies

There are numerous existing strategies and policy documents that will impact the future economic development of Broome, as highlighted in the table below.

**Table 2.1 Relevant Strategic and Policy Documents**

Document	Description	Economic Importance
Shire of Broome Local Planning Strategy 2010	The Broome Local Planning Strategy is a 10-15 year plan, reviewed every year, with the main aims being to: <ul style="list-style-type: none"> <li>Assist in the implementation of regional plans and policies</li> <li>Protecting and enhancing the natural environment</li> <li>Protects heritage and culturally significant areas</li> </ul>	Provides the foundation for future economic growth through land use planning.
Shire of Broome Local Housing Strategy 2009	Strategy to help deal with the shortfalls in the availability and supply of new land and the provision of sufficient and appropriate housing within the Shire.	Aims to increase the supply of housing within the Shire and improving housing affordability.
Access and Inclusion Plan 2007-2012	The Shire of Broome's Access and Inclusion Plan is designed to assist residents within Broome who have disabilities. The plan sets out to ensure council venues, services and facilities are accessible to people with disabilities.	Insuring local amenity and participation in the community is important to retaining high levels of quality of life, which can be important to recruit population in the future.
Broome Local Commercial Strategy 2007 Update	This strategy provided an update to the original strategy, with updated statistics and projections in terms of demand.	Provides an update for future growth of retail and commercial space.
Broome Local Tourism Strategy 2007	The Broome Local Tourism Strategy provides guidance and direction for the Local Planning Strategy to provide for the long-term sustainability and growth of the tourism industry.	Sets out numerous recommendations regarding land use planning to support the tourism sector.
Broome Local Commercial Strategy 1999	The Local Commercial Strategy was designed to ensure that current and future residents of Broome have access to sufficient and sustainable retail and commercial services.	Provides the foundation for future growth of the retail and commercial sectors.
Shire of Broome Strategic Plan – Forging Ahead	The Shire of Broome's Local Community Strategy is designed to guide the development of the Shire, targeting strategic goals, strategies and outcomes for the Shire.	Provides the operating platform for the Shire, including the allocation of resources to provide critical services.

Source: AECgroup

### **Key Insights**

When considering future economic growth, it is critical to understand the underlying policy and strategic context to ensure future strategic goals can be supported by economic development and that the existing policy framework is conducive to achieving desired levels of economic growth.

Economic development is a critical function of local governments and local government policies, strategies and resources should be focused on striving for a vibrant, sustainable economy that provides employment, wealth and future opportunities to all residents. Increasing the quality of life and standard of living of every resident is the key goal of economic development.

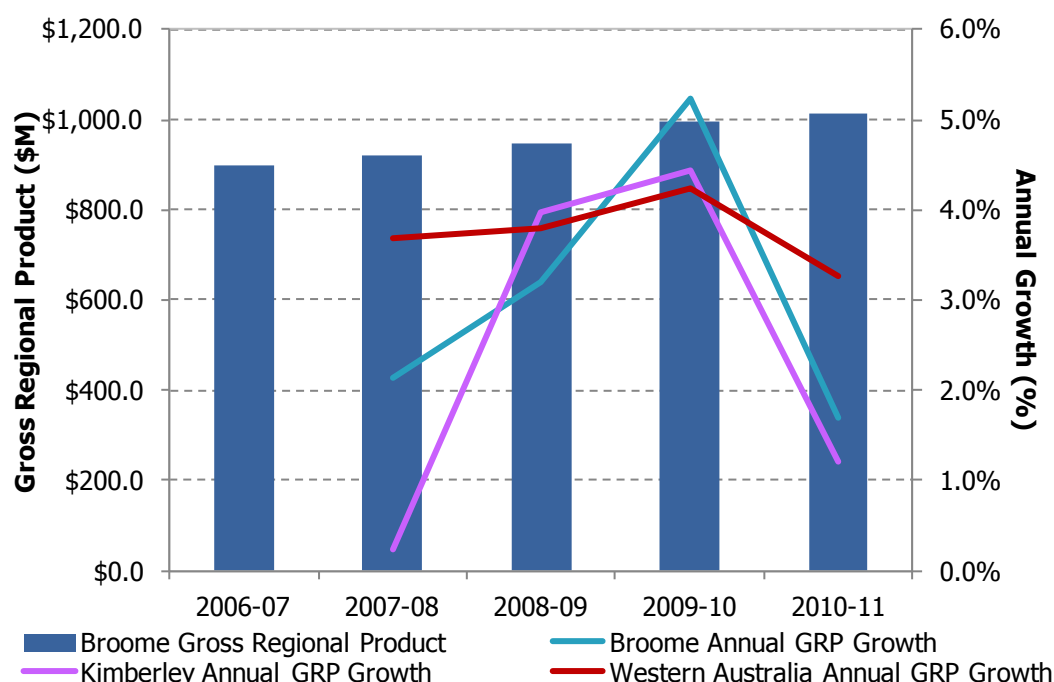
## 3. Size and Structure of Economy

### 3.1 Gross Regional Product

Broome has recorded annual growth in Gross Regional Product (GRP) over the last five years (2006-07 to 2010-11) of between 1.7% and 5.2% being recorded during this period. Broome has predominately recorded higher GRP growth than the Kimberley between 2006-07 and 2010-11.

The recent growth of the economy is has been driven by the growing role that Broome is playing as a regional city servicing the broader Kimberley region through increasing service industries.

**Figure 3.1 Gross Regional Product (GRP) Chain Volume Measure, Broome**

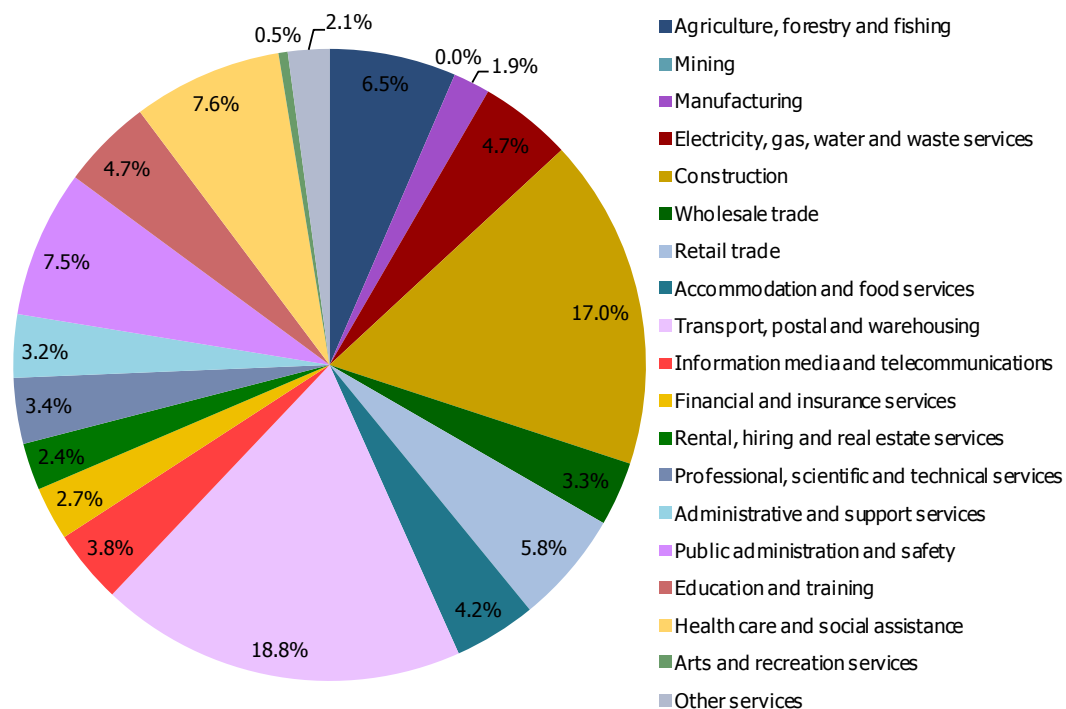


Source: AECgroup

The value of the Broome economy is estimated to be over \$1 billion, in terms of Gross Regional Product (GRP), and makes up just over a third of the broader regional economy. The main contributors to Broome's economy were the construction and transport sectors (Figure 3.2), which service the local needs of Broome as well as other activities in the broader Kimberley region. The transport sector is a key facilitator of tourism and the resource sector given Broome's relatively remote location. The airport and port are among the largest employers in Broome.

Broome's construction industry has been driven by an underlying level of resource development throughout the Kimberley region, as well as local developments. High values of residential and non-residential building activity locally, as well as the construction of new resource developments in the region have driven construction related activity within the Shire over the last five years.

**Figure 3.2 GRP Contribution by Industry, Broome (2010-11)**



Source: AECgroup

**Table 3.1 GRP Contribution by Industry (2006/07 – 2010/11)**

Industry	2006-07	% of GVA	2010-11	% of GVA
Agriculture, forestry and fishing	\$33.0	5.0%	\$56.9	5.8%
Mining	\$0.0	0.0%	\$0.0	0.0%
Manufacturing	\$24.6	3.8%	\$16.5	1.7%
Electricity, gas, water and waste services	\$21.9	3.4%	\$41.7	4.2%
Construction	\$101.2	15.5%	\$149.1	15.1%
Wholesale trade	\$21.0	3.2%	\$28.9	2.9%
Retail trade	\$38.2	5.8%	\$50.6	5.1%
Accommodation and food services	\$29.5	4.5%	\$37.0	3.8%
Transport, postal and warehousing	\$99.8	15.3%	\$164.9	16.7%
Information media and telecommunications	\$20.3	3.1%	\$33.1	3.4%
Financial and insurance services	\$17.0	2.6%	\$24.1	2.4%
Rental, hiring and real estate services	\$13.6	2.1%	\$21.2	2.1%
Professional, scientific and technical services	\$19.9	3.0%	\$29.6	3.0%
Administrative and support services	\$22.9	3.5%	\$28.4	2.9%
Public administration and safety	\$39.4	6.0%	\$66.3	6.7%
Education and training	\$27.4	4.2%	\$40.9	4.1%
Health care and social assistance	\$44.4	6.8%	\$67.2	6.8%
Arts and recreation services	\$4.0	0.6%	\$4.1	0.4%
Other services	\$13.6	2.1%	\$18.6	1.9%
Ownership of dwellings	\$62.4	9.5%	\$108.2	11.0%
<b>Gross Sector Value Add</b>	<b>\$654.1</b>	<b>100%</b>	<b>\$987.3</b>	<b>100%</b>
Taxes Less Subsidies	\$43.3		\$36.5	
<b>Gross Regional Product</b>	<b>\$697.4</b>		<b>\$1,023.8</b>	

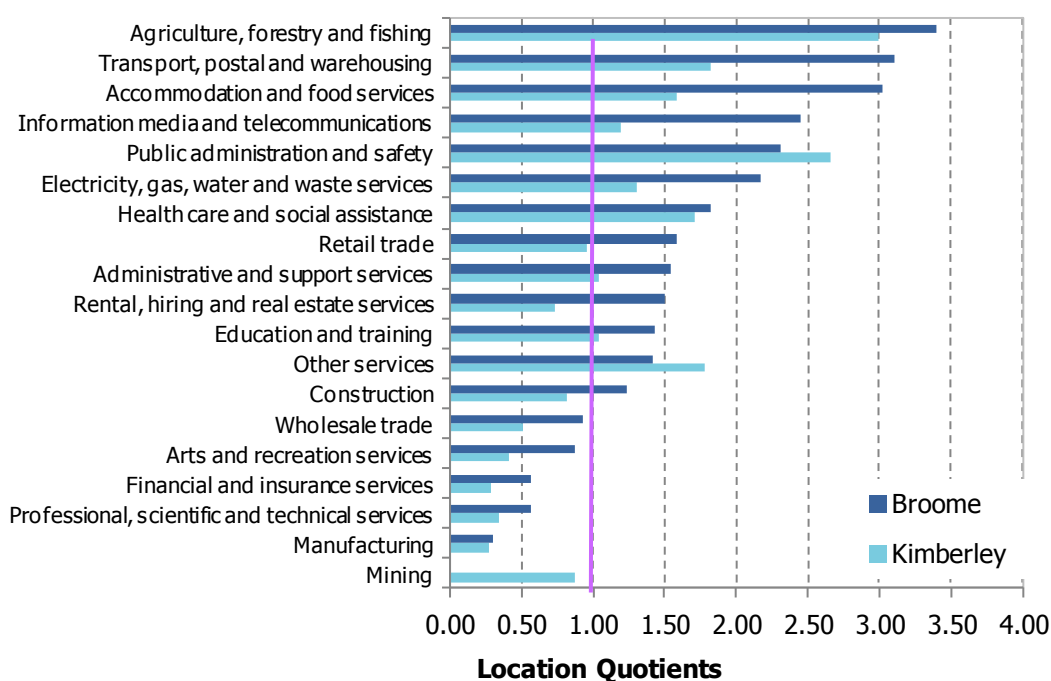
Source: AECgroup

As highlighted in Figure 3.3, location quotients<sup>1</sup> have been calculated based on GRP estimates for Broome and the Kimberley region. The WA economy is presented in terms of the violet line across the '1'. In this instance, the '1' acts as a benchmark for the state. If an industry in Broome or the Kimberley falls above (or below) this line, then that industry is proportionally stronger (or weaker) in Broome or the Kimberley when compared to the state. For example, the accommodation and food service sector is proportionally three times larger in Broome than it is in the State.

Figure 3.3 clearly shows the strength of the tourism industry in Broome compared to the region and state. The transport, retail, and accommodation and food sectors all record location quotients above '1' and exceed the Kimberley location quotients. Conversely, the weakness of the mining, manufacturing and professional business service<sup>2</sup> sectors in Broome relative to the state can be seen.

The high location quotient derived from agriculture, forestry and fishing is associated with the large agricultural area within the Shire; large cattle stations and horticultural developments encompass much of the region's land. The industry was also driven by a high level of fishing and aquaculture, with the region accounting for a large share of the total Western Australian fishing catch.

**Figure 3.3 GRP Location Quotients, Broome (2010-2011)**



Note: Western Australia =1.  
Source: AECgroup

## 3.2 Employment by Industry

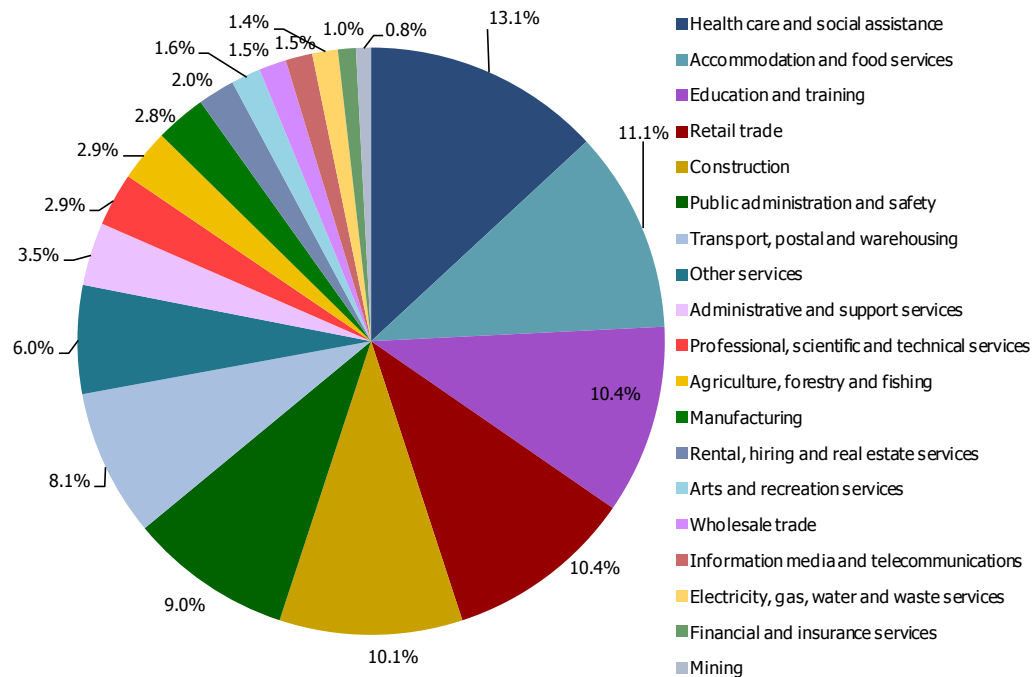
While GRP measures the value of various sectors in the economy, it is also important to understand the nature of employment and the key industries that provide jobs in Broome (Figure 3.4).

Given the strength of the tourism industry locally, it is not surprising to see that retail trade and accommodation and food services are large employers as these industries receive many of the benefits of tourism. Broome is an important regional service centre, servicing the broader Kimberley region, which is highlighted in the strength of the healthcare, education and public administration sectors as large employers.

<sup>1</sup> Location quotients are ratios that describe the level of economic activity in any given industry across multiple areas. They provide insight into the structure of an economy.

<sup>2</sup> Professional business services include finance and insurance as well as professional, scientific and technical services.

**Figure 3.4. Employment by Industry, Broome (2011)**



Note: Place of Work  
Source: ABS (2012d)

**Table 3.2 Employment by Industry, 2006 and 2011**

Industry	Employment by Industry		
	2006	2011	Change
Agriculture, forestry and fishing	219	204	-15
Mining	9	59	50
Manufacturing	215	198	-17
Electricity, gas, water and waste services	64	100	36
Construction	621	717	96
Wholesale trade	99	107	8
Retail trade	663	737	74
Accommodation and food services	761	790	29
Transport, postal and warehousing	393	576	183
Information media and telecommunications	121	105	-16
Financial and insurance services	56	70	14
Rental, hiring and real estate services	129	144	15
Professional, scientific and technical services	169	209	40
Administrative and support services	250	247	-3
Public administration and safety	577	638	61
Education and training	520	740	221
Health care and social assistance	694	932	238
Arts and recreation services	97	116	19
Other services	241	425	184
<b>Total</b>	<b>5,898</b>	<b>7,115</b>	<b>1,217</b>

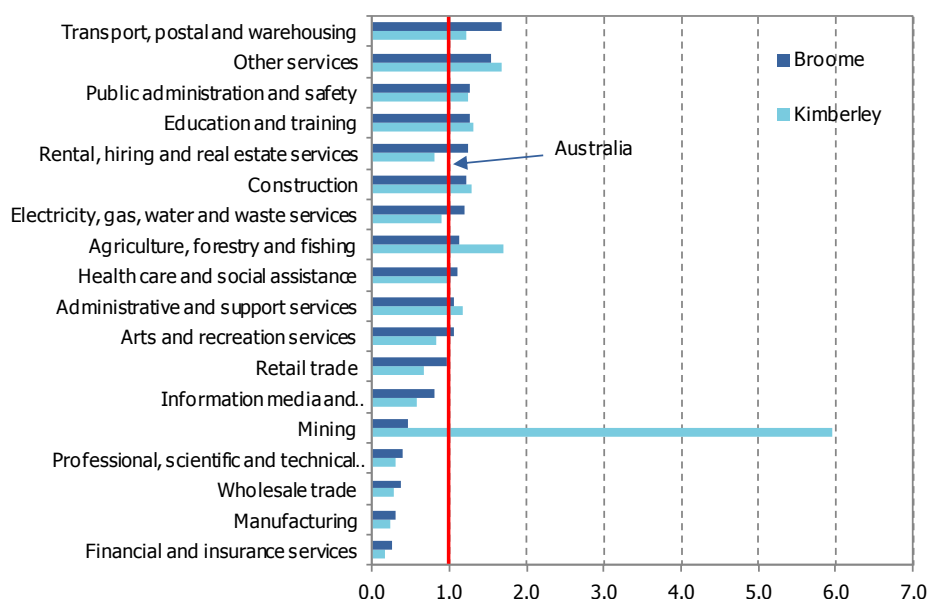
Note: Place of Work  
Source: ABS (2012d)

Between 2006-2011, there were numerous shifts amongst employment sectors. The Healthcare, education and transport sectors saw some of the largest gains.

Location quotients examining employment by industries can be a way of identifying areas of competitive advantage, as labour is a key resource for any businesses and having a relatively larger skill base to source from can be important for future employers.

Broome demonstrates strengths in transport, postal and warehousing, public administration and safety and Education. In contrast, the mining sector in particular is almost non-existent in Broome relative to the size of the mining industry in both the Kimberley region and across the state.

**Figure 3.5 Employment Location Quotients, Broome (2011)**



Note: Place of work. Australia =1.  
Source: ABS (2012a)

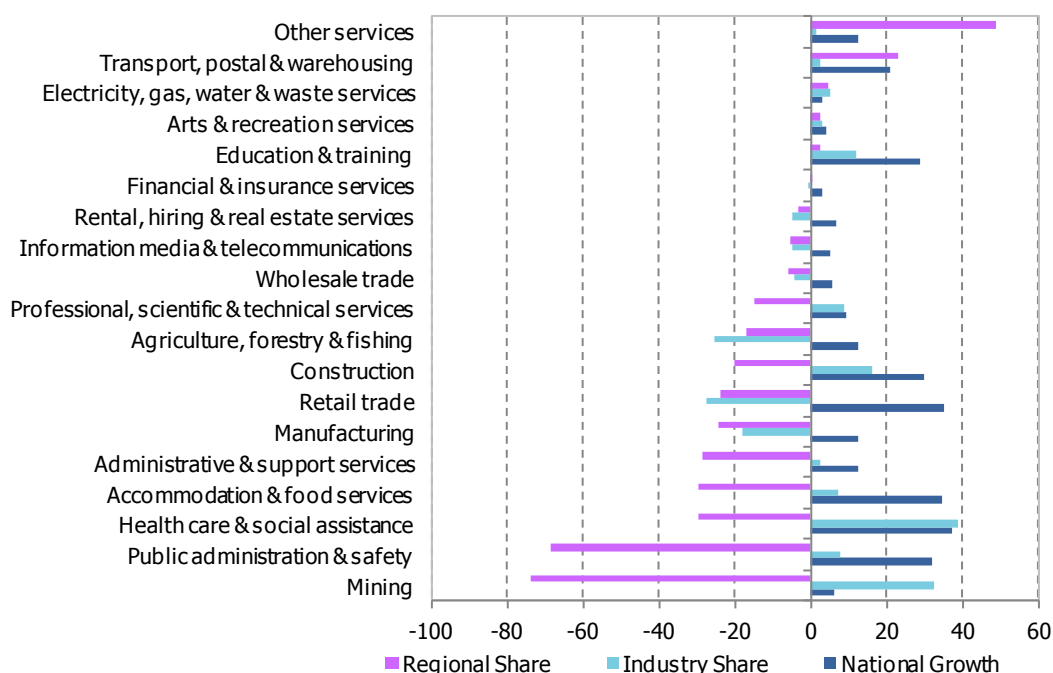
Shift share analysis is a method used to examine the relative importance and/ or contribution of different factors influencing any growth or decline of employment in a region's industries. Shift share analysis examines the difference between actual industry growth compared to what would be expected if the industry were to move in the line with overall national change in employment (the national contribution to growth) or at the national rate for the specific industry (the industry contribution to growth). The observed growth in employment compared to what would be expected based on national and industry contributions depict the change generated by the regionally specific attributes and characteristics. Essentially, shift share analysis allows for the isolation of local growth (i.e. industry growth not based on the national economy or specific industry drivers).

The largest employment changes between 2006 and 2011 as a result of local factors were:

- Other services (i.e. hairdresser, dry-cleaning, appliance repair and other personal services)
- Transport postal and warehousing
- Public administration and safety
- Mining

Many of these industries are tied to local population growth. In contrast, many industries are more heavily influenced through national economic trends or broader trends across the entire industry. Through this analysis, we can see that the large employment growth seen in the healthcare and education sectors has been influenced by broader macro-economic trends instead of local growth. Similarly, we can see real local growth in sectors like transport and other services.

**Figure 3.6 Shift Share Analysis, Broome (2011)**



Source: AECgroup

### 3.3 Business Mix

Beyond GRP and employment, understanding the business mix provides additional insights into the structure of the economy. As demonstrated in Figure 3.7, the construction industry makes up 25% of all businesses in Broome, which is not surprising given the strength of the industry locally and the fact that many construction businesses function as sole operators (i.e. sub-contracting trades persons). Similarly, there are lots of smaller professional service firms, highlighting the numerous accounting, legal and other professional business service companies in the area.

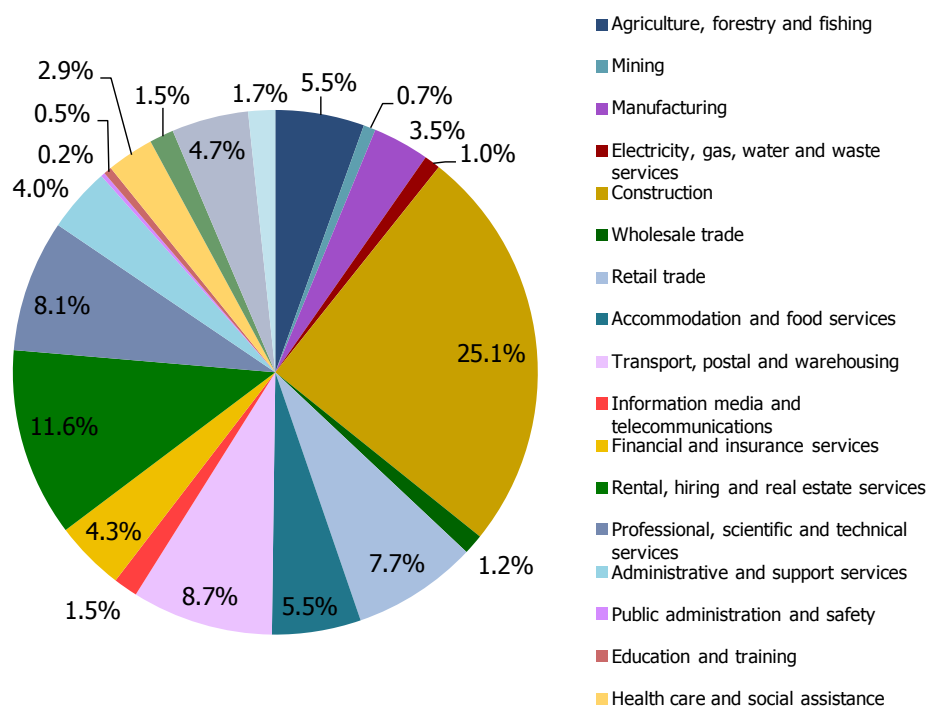
Similar to most of Australia, there is a high proportion of small businesses (94% of total), defined as having less than 20 employees. Over half of all businesses in Broome are sole operators, mainly in the construction and professional service sectors. Given the strength of the tourism industry, some of the larger employers are in transport, accommodation and retail.

**Table 3.3 Business Size, Broome (2009)**

Broome	Owner/Operator	1-19 Employees	20+ Employees	Total
Total	701	426	78	1,205
Total (%)	58%	35%	6%	100%

Source: ABS (2011a)

**Figure 3.7 Business Counts by Industry, Broome (2009)**



Source: ABS (2011a)

### 3.4 Major Projects

There were a limited number of proposed or potential major projects in Broome, however, there is considerable interest in offshore oil and gas projects (including the Browse Basin), agricultural projects in the Kimberley and resource projects in the Kimberley and neighbouring Pilbara region.

The key major project for Broome is the Browse Precinct and proposed LNG project from Woodside, which would have a considerable impact on Broome during the construction phase. Opportunities will exist for Broome to become a major centre to support the surrounding resource projects.

**Table 3.4 Major Projects in Broome**

Project	Capital Expenditure (\$M)	Construction Jobs	Operation Jobs
Browse LNG Precinct	\$30,000	6,000	400
Yulleroo Gas Fields	N/A	N/A	N/A
Admiral Bay Lead and Zinc Mine	N/A	N/A	N/A

Source: DSD (2011)

Beyond these identified major projects, there are other projects that can add some value to the economy. A boutique abattoir has been approved at Kilito Station, approximately 70km south of Broome. The abattoir is a pilot for a potentially larger facility and will process between 20-30 head of cattle per day, which will be sold as 'Organic Kimberley Beef'. Buru Energy has also recently announced the discovery of oil at Unganifield, east of Broome. The company estimates that the find could contain up to 20 million barrels of oil. Depending on water resources, there may also be an opportunity to increase agriculture and horticultural activities.

The Browse Basin has been a centre of gas exploration over the recent past. There are currently four major projects that have identified considerable gas reserves off of the North-western coast of Australia (Table 3.5). While currently, the Browse LNG project is the most advanced, these other gas resources could be developed over the next 20-30 years.



**Table 3.5 Identified Gas Resources, Major Gas Projects, NW Coast Australia, 2012**

Projects	Trillion Cubic Feet
Ichthys	12.8
Prelude	3
Crux	1.3
Browse	15.5
<b>Total</b>	<b>32.6</b>

Source: AECgroup, Company Sources, WSJ (2012)

It should be noted that the Browse field could produce for almost 30 years at the current anticipated production level of the LNG facility (12 Mtpa) and the known resource. Naturally, as exploration continues more gas could be discovered across the Browse Basin.

### **Key Insights**

The structure of the Broome economy is focused around tourism and support to the broader resource sector in the Kimberley region, including the offshore Browse Basin for oil and gas projects. The key sectors driving growth in Broome's GRP are construction and transport, which reflect the area's economic structure but present issues in terms of sustainability, as construction is a temporary activity and transport is reliant on other sectors (namely tourism and resources in the case of Broome).

Employment in Broome reflects the economic structure but also demonstrates the role that Broome plays as a regional city, providing a range of health, administrative, education and other residential services for the broader region. Naturally, tourism features dominantly in the employment profile as well.

There is no doubt that the current investigation by Woodside into the establishment of a potential LNG terminal at James Price Point could have a large impact on the economy of Broome during the construction phase. Additionally, the broader growth across the Kimberley in resource development could also play a more important role in Broome, if the area was able to solidify its position as the resource service centre for the region.

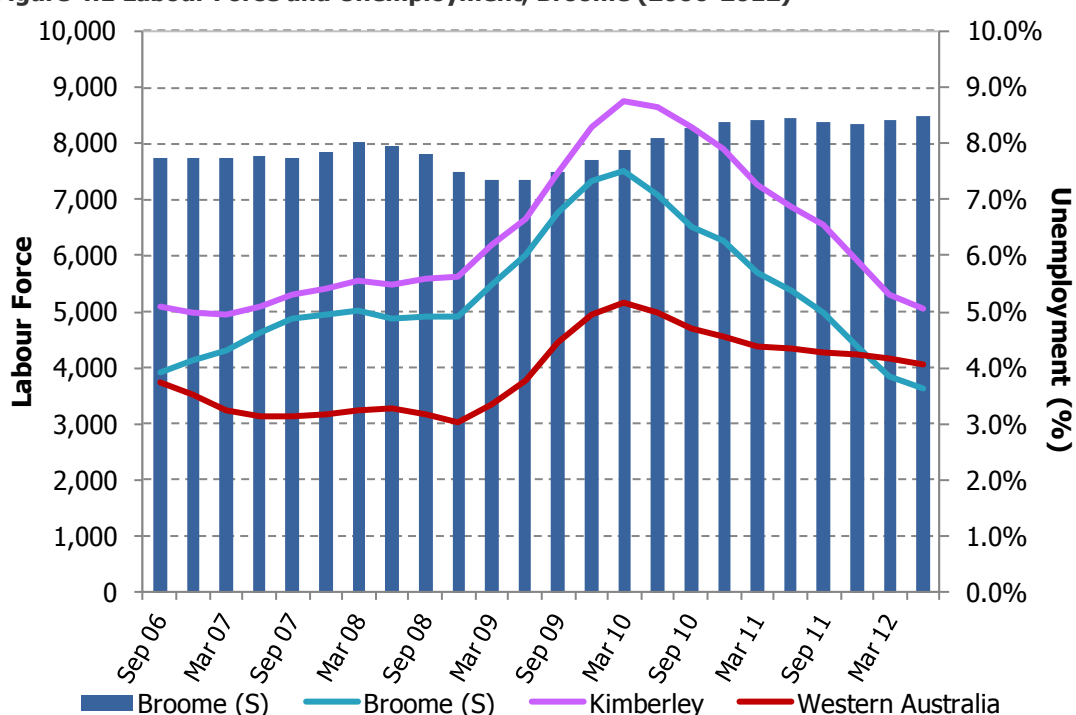
The Broome economy lacks diversity and has a strong reliance on only a couple of industries (i.e. tourism and resources). ***In order to provide a more sustainable future, economic diversification into areas that provide real value to the economy is needed.***

## 4. Labour Force

### 4.1 Labour Force and Unemployment

Broome recorded a highly fluctuating labour force between 2006 and 2012, with a fluctuation of approximately 1,100 people between June 2009 and June 2012. The availability of new labour within the Shire can be associated with the remoteness of Broome. By being in a remote location, Broome does not have the luxury of attracting commuter labour from neighbouring locations, due to the excessive travel distances required. Thus changes associated with the labour force must come from younger residents entering the working age population or people relocating to Broome. These labour force estimates do not include any fly-in fly-out workers. Given its isolation, Broome has also had to rely on transient workers historically, including backpackers and foreign workers, particularly during the peak tourism season.

**Figure 4.1 Labour Force and Unemployment, Broome (2006-2012)**



Source: DEEWR (2012)

The unemployment rate in Broome (3.6% in June Quarter 2012) had been consistently higher than the State unemployment rate until dropping below in the March quarter 2012. Between 2006 and 2008, Broome's unemployment rate gradually drifted upwards, before a sharp spike between 2008 and 2010. It should be noted that the increase in unemployment rates corresponds with an increase in the overall labour force, which means that the increase in unemployment rate was not solely reflecting a drop in jobs as much as an increase in the labour force. Since 2010, the unemployment rate has dropped considerably, likely reflective of the recent activity in the resource sector.

**Table 4.1 Labour Force, Broome**

Region	Labour Force	Employed	Unemployment Rate
<b>June Q 2012</b>			
Broome	8,473	8,166	3.6%
Kimberley	18,222	17,304	5.0%
Western Australia	1,311,300	1,258,200	4.0%
<b>June Q 2010</b>			
Broome	8,080	7,508	7.1%
Kimberley	17,375	15,871	8.7%
Western Australia	1,251,000	1,188,800	5.0%
<b>June Q 2007</b>			
Broome	7,783	7,783	4.6%
Kimberley	16,710	15,859	5.1%
Western Australia	1,165,728	1,128,962	3.1%

Source: DEEWR (2012)

At the 2011 Census, Broome had a relatively high labour force participation rate (74%), which was higher than the State average. This indicates that residents of working age are more likely to be part of the labour force compared to the Western Australian average. This level of participation in Broome is a considerable drop from the previous Census, which could be signalling a change in the local labour force.

**Table 4.2 Labour Force Participation Rate, Broome (2006 - 2011)**

Region	Year	Employed	Unemployed	Not in the labour force	Labour Force Participation Rate	Change 2006-2011
Broome	2006	7,655	328	1,935	80.5%	-6.1%
	2011	8,000	454	2,917	74.3%	
Kimberley	2006	16,562	977	4,085	81.1%	-6.7%
	2011	16,931	1,248	6,268	74.4%	
Western Australia	2006	1,058,400	44,800	459,452	70.6%	0.7%
	2011	1,227,200	55,900	516,000	71.3%	

Source: ABS (2012a)

Broome has a higher proportion of its workforce employed as community and personal service workers and as managers relative to State averages. The proportion of the Broome and Kimberley workforces that are employed as labourers has greatly decreased since 2006, with 14.9% of the Broome workforce and 21.0% of the Kimberley workforce classified as labourers in 2006. This trend could also point to changing dynamics of the local labour force and mirrors employment trends with education and health employment growing the fastest (two sectors that require a higher level of skill than just labourers).

**Table 4.3 Occupation by Industry, Broome (2011)**

Occupation	Broome	Kimberley	Western Australia
Managers	13.7%	11.5%	12.4%
Professionals	19.6%	18.9%	20.3%
Technicians & Trades Workers	16.3%	17.7%	17.0%
Community & Personal Service Workers	13.6%	12.6%	9.5%
Clerical & Administrative Workers	14.3%	12.0%	14.6%
Sales Workers	7.9%	5.3%	8.7%
Machinery Operators & Drivers	4.8%	8.5%	7.8%
Labourers	9.7%	13.5%	9.8%
<b>Total (%)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Total</b>	<b>7,135</b>	<b>16,649</b>	<b>1,074,916</b>

Source: ABS (2012a)

## 4.2 Income by Industry

Incomes can translate to wealth generation which can be a key influencing factor to the quality of life for residents. Therefore, increasing local income levels should be a goal of economic development.

On average, incomes in Broome are less than the Kimberley and State averages. However, on an industry basis certain sectors have higher income levels. Specifically, retail, accommodation, public administration, education and healthcare all have higher wages than the State average. The differential could be explained through additional premiums that are paid in order to attract staff. Particularly, retail and accommodation staff often require accommodation, increasing their incomes.

**Table 4.4 Individual Income by Industry, Weekly (2011)**

Industry	Broome	Kimberley	Western Australia
Agriculture, forestry & fishing	\$1,031	\$953	\$822
Mining	\$1,753	\$1,879	\$1,878
Manufacturing	\$1,031	\$1,128	\$1,282
Electricity, gas, water & waste services	\$1,463	\$1,447	\$1,542
Construction	\$1,199	\$1,253	\$1,345
Wholesale trade	\$1,095	\$1,103	\$1,097
Retail trade	\$842	\$843	\$645
Accommodation & food services	\$836	\$872	\$697
Transport, postal & warehousing	\$1,170	\$1,142	\$1,208
Information media & telecommunications	\$1,067	\$1,022	\$957
Financial & insurance services	\$1,244	\$1,197	\$1,116
Rental, hiring & real estate services	\$1,246	\$1,231	\$1,140
Professional, scientific & technical services	\$1,206	\$1,202	\$1,246
Administrative & support services	\$926	\$872	\$869
Public administration & safety	\$1,407	\$1,346	\$1,161
Education & training	\$1,177	\$1,092	\$1,014
Health care & social assistance	\$1,133	\$1,103	\$886
Arts & recreation services	\$582	\$610	\$627
Other services	\$902	\$762	\$919
<b>Total</b>	<b>\$1,087</b>	<b>\$1,139</b>	<b>\$1,194</b>

Source: ABS (2012d)

Growth income levels between 2006-2011 (Table 4.5) shows the total growth in weekly incomes by industry since 2006. On average, Broome and the Kimberley region saw income growth of between 50% and 65%, significantly outpacing income growth across the state (39.7%). In Broome, public administration saw the largest income growth (at 73.9%), however, many sectors showed strong growth (between 40-60%).

**Table 4.5 Total Growth in Weekly Individual Income by Industry, 2006-11**

Industry	Broome	Kimberley	Western Australia
Agriculture, forestry & fishing	28.1%	33.4%	18.2%
Mining	3.1%	26.7%	19.7%
Manufacturing	45.9%	46.4%	39.8%
Electricity, gas, water & waste services	15.8%	33.7%	29.4%
Construction	35.2%	38.0%	34.2%
Wholesale trade	44.8%	40.5%	27.7%
Retail trade	47.8%	49.8%	19.9%
Accommodation & food services	57.9%	61.0%	53.8%
Transport, postal & warehousing	42.7%	40.4%	34.0%
Information media & telecommunications	49.2%	51.4%	6.1%
Financial & insurance services	38.7%	47.5%	5.4%
Rental, hiring & real estate services	49.4%	62.0%	19.6%

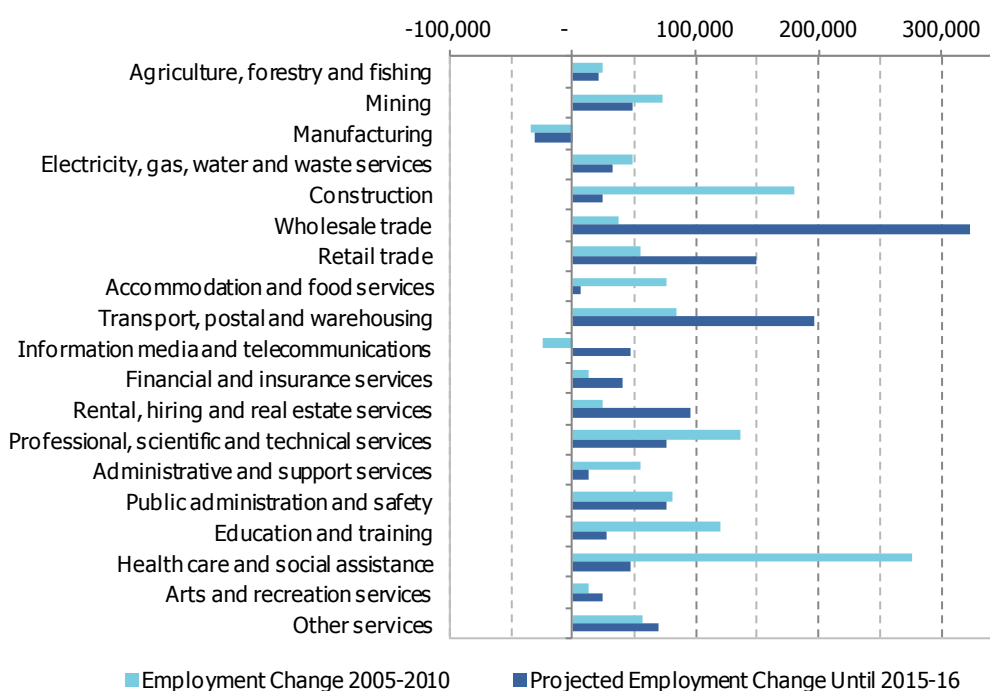
Industry	Broome	Kimberley	Western Australia
Professional, scientific & technical services	33.4%	38.6%	9.6%
Administrative & support services	57.6%	48.9%	23.3%
Public administration & safety	73.9%	119.6%	19.1%
Education & training	59.3%	47.6%	20.1%
Health care & social assistance	58.9%	84.1%	14.6%
Arts & recreation services	32.2%	20.9%	-1.1%
Other services	46.6%	67.9%	33.5%
<b>Total</b>	<b>50.5%</b>	<b>64.6%</b>	<b>39.7%</b>

Source: ABS (2007a), ABS (2012d)

### 4.3 Employment Growth

An appreciation of trends in employment growth can provide insight for future job generation. There is strong anticipated employment growth at a national level in many of the industries which are currently strong in Broome. As demonstrated in Figure 4.2, at a national level, logistics (represented by transport and wholesale trade sectors), retail and other business service sectors are expected to provide significant new jobs in the future. Historically, the healthcare sector has provided the largest increase in jobs across Australia between 2005-2010, which may also indicate further growth in the sector, particularly with the aging of the population.

**Figure 4.2 Historical and Projected Employment Growth, Australia**



Source: DEEWR (2011)

In the context of Broome, industry sectors associated with households and population growth, such as retail, health and education, are likely to grow to meet demands of a growing population. Other sectors such as transport and wholesale trade may provide opportunities for job growth, given the strength of the sectors currently in Broome. Additionally, professional and technical services may also have the opportunity to grow in Broome as well as sectors associated with the tourism sector (i.e. retail, accommodation and food services).

A variety of skills and occupations will be in demand to meet future industry growth. The Department of Education, Employment and Workplace Relations (2011b) has provided projections of specific occupations that are expected to grow significantly Australia-wide in the future (summarised in Table 4.6). These jobs can help provide evidence for the

types of businesses and the associated workforce that may be required in Broome in the future.

**Table 4.6 Projected Employment Growth Until 2015-2016, Australia**

Occupation	Employment Growth until 2015-16	% Growth per Annum
Carers and Aides	112,646	5.0%
Medical Practitioners and Nurses	85,474	4.7%
Construction Trades	68,896	3.4%
Electrotechnology and Telecommunications Trades	68,678	5.0%
Education Professionals	63,767	2.4%
Hospitality, Retail and Service Managers	43,926	1.7%
Sales Assistants and Salespersons	41,239	1.1%
General-Inquiry Clerks, Call Centre, Receptionists	38,712	1.4%
Engineers	37,460	4.8%
Hospitality Workers	35,935	2.7%
Legal, Social and Welfare Professionals	35,892	3.6%
Engineering, ICT & Science Technicians, Inspectors	35,688	3.0%
Health Diagnostic and Therapy Professionals	35,324	4.8%
Numerical Clerks	33,536	1.6%
Health and Welfare Support Workers	32,510	4.6%
Business, Finance and Human Resource Professionals	31,811	1.9%
Drivers and Storepersons	31,084	1.5%
Automotive and Engineering Trades	29,475	1.5%
Food Trades	28,220	3.3%
Corporate Managers	28,192	2.1%
Construction, Production and Distribution Managers	27,002	2.2%

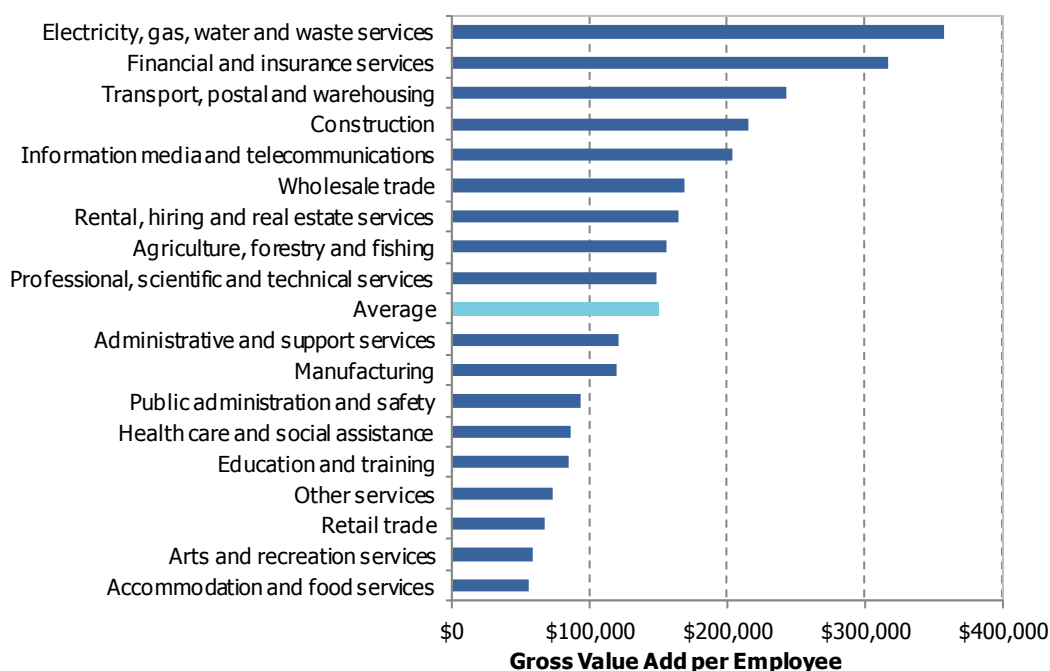
Source: DEEWR (2011)

## 4.4 Value of Employment

Different types of jobs provide differing amounts of value to the economy (Figure 4.3). By considering GRP per employee, an understanding of high value-adding jobs can be gained. Essentially, jobs with a higher GRP per employee provide greater “additional” value on a job for job basis to the economy, and vice versa.

In the case of tourism, many jobs are in retail, accommodation and food services. These sectors generally have low value added content because they are at the interface with the consumer and the products being sold have already had most of their value added through the supply chain. However, the value of tourism to the economy is the injection of expenditure that would otherwise not take place (that is, it provides a market for the goods and services that would otherwise not exist, which provides value right throughout the value chain from the seller to the original producer of the materials and services that go into producing tourism products and services). Visitor expenditure is very important to many small businesses and actually costs less to service as government services are generally consumed in much greater quantities by residents than visitors.

**Figure 4.3 Value of Employment, Broome (2010-2011)**



Note: Mining has been excluded as there is no employment in the mining industry within the Broome LGA, resulting in a gross value add per employee of \$0

Source: AECgroup

### **Key Insights**

Despite an increase in unemployment during 2009 and 2010, the labour market in Broome has performed well over the last five years. The increase in unemployment coincided with an increase in the labour force (i.e. many more people entered the workforce during this time, which means that the drop off in jobs was not as significant as the increase in unemployment would suggest). Recently, the unemployment rate has fallen below the level across the State for the first time in almost six years.

In order to grow an economy, a focus on high value employment is needed to ensure that quality jobs are being provided in the economy. The information below is consistent with income by industry statistics, which highlights the connection between generating high value employment and increasing average wages of residents (i.e. higher quality jobs tend to be higher income jobs). By providing higher incomes through a focus on quality job generation, residents' quality of life will rise.

A focus on not only opportunities to grow jobs in various sectors (which are growing across the country), but a clear focus is needed on those industry sectors that provide high value employment. In such a way, the structure of the Broome economy can start to become more diversified and a more sustainable and vibrant economy will emerge.

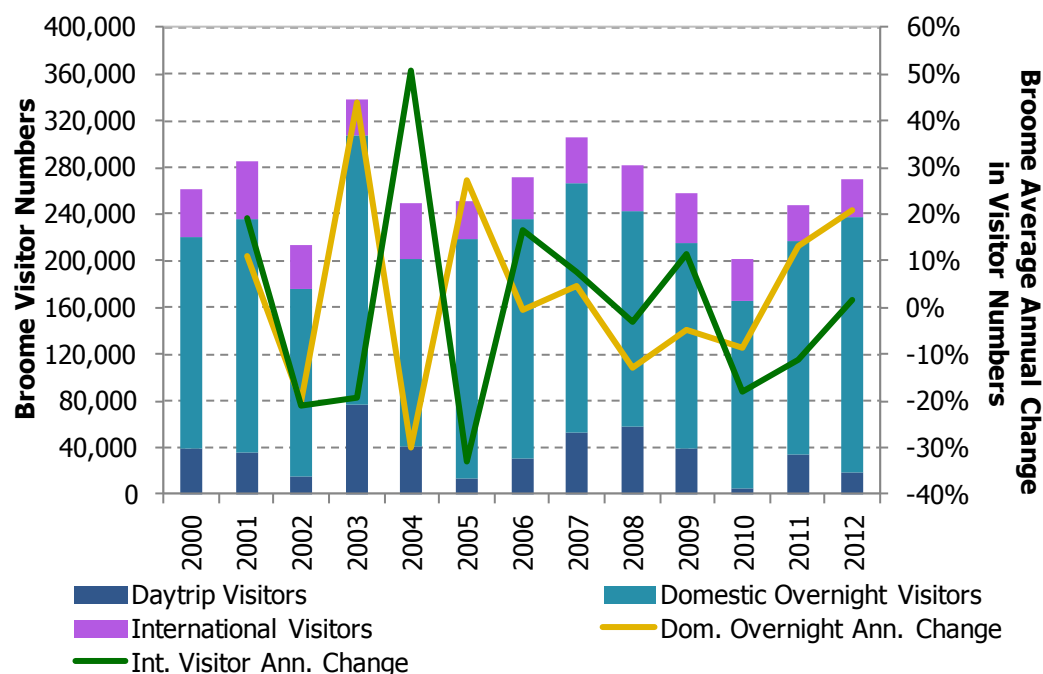
## 5. Key Sectors

### 5.1 Tourism Industry

Tourism is a key sector for Broome and has traditionally provided a foundation to the economy. The destination relies heavily on holiday and leisure travel, which represents roughly two thirds of all visitation to Broome. The domestic and international overnight markets have traditionally been relatively volatile. There has been significant fluctuations with the number of visitors to Broome between 2001 and 2012, with the total number of visitors ranging from a low of 200,883 visitors in 2010 and a high of 338,203 visitors in 2003. These changes are primarily as a result of changing domestic overnight visitors. Between 2011 and 2012 (year ending June), Broome saw an increase of 20% in domestic overnight visitation.

The day trip market is typically the smallest component off the visitor market in Broome, although during several years international visitors are smaller, which is not surprising given its location.

**Figure 5.1 Visitors to Broome (2000-2012)**



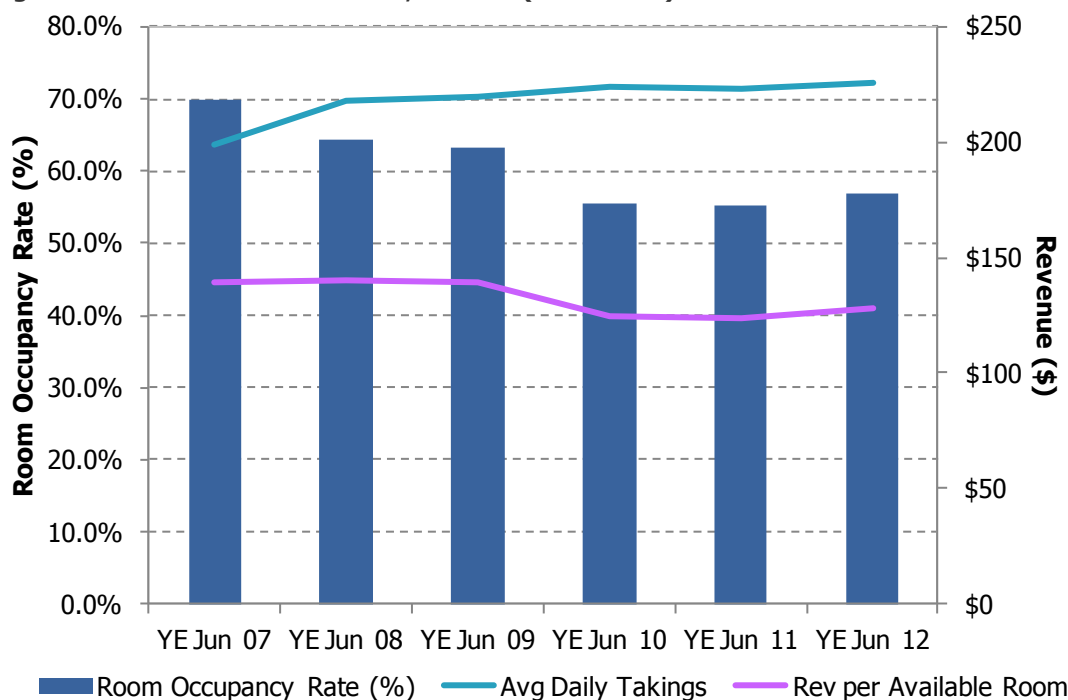
Note: Annual change in domestic day trip visitors has been excluded from the figure above due to a high degree of volatility, with the annual change ranging from -87.2% and 580%. Year ending June.  
Source: TRA (2012)

Broome's tourism product is based on the natural environment and focuses on the pristine state of local beaches, reefs and the beauty of the Kimberley region. Unique experiences such as sunset at Cable Beach, camel rides and other aspects of interacting with the natural environment abound.

The tourism market is highly seasonal, with significant swings in visitor numbers throughout the year (beyond the volatile movements across years). The peak season is in the June and September quarters. As a result, there is considerable volatility in the accommodation sector, with the peak season delivering occupancy rates of 60-80% and the low season of 20-40%. This type of seasonality can provide some difficulty in delivering a sustainable and profitable accommodation sector. Other small businesses in Broome that rely on the tourism sector are also impacted. Lengthening the tourist season can have a significant impact on many businesses. Ensuring that Broome is a destination for cruise ships year round could also help to address the seasonality of tourism.



**Figure 5.2 Accommodation Market, Broome (2007-2011)**



Note: Data was not recorded for all survey periods.  
Source: ABS (2011b)

The expenditure associated with visitors who came to Broome during 2010-11 was in excess of \$160 million. The main source of this expenditure was from domestic overnight visitors, whose expenditure accounted for the majority of visitor spending. Visitor spending from tourism is injected directly into the local economy and benefits numerous small businesses across the area.

**Table 5.1 Tourism Expenditure, Broome (2010-11)**

Visitor Type	Average Daily Expenditure	Total Visitor Expenditure (\$M)
<b>Broome</b>		
Daytrip Visitors	\$95	\$3.3
Domestic Overnight Visitors	\$168	\$154.6
International Visitors	\$51	\$9.2
<b>Australia's North-West Tourism Region</b>		
Daytrip Visitors	\$139	\$30
Domestic Overnight Visitors	\$146	\$554.7
International Visitors	\$62	\$76.7

Source: TRA (2011)

Visitors to Broome have historically engaged in activities that involve the natural environment, with a large proportion of visitors undertaking activities such as going to the beach, visiting national parks, going on guided tours and going bushwalking. These activities undertaken by visitors complement other leisure tourist activities such as eating at restaurants, sightseeing, shopping and visiting friends and relatives. This information indicates that, as previously stated, Broome's main tourism attributes are orientated around the natural environment. The complete breakdown of visitor activities is identified in Appendix A.

## 5.2 Resource Sector

While mining is not a large industry in Broome, it is certainly a critical industry in the Kimberley region (Figure 5.3) and the neighbouring Pilbara region. Much of Broome's economy is impacted by these activities outside the LGA borders, which provide a

stimulus for the local transport and construction sectors. The Browse LNG project would have a dramatic impact on Broome, particularly during the construction phase.

**Figure 5.3 Resource Developments in the Broader Kimberley Region**



Source: Department of Regional Development and Lands (2011)

## 5.3 Agriculture

### 5.3.1 Livestock

Agriculture plays a significant part for the Broome economy, as well as wider Kimberley and Western Australia. A total of 678,186 meat cattle were recorded within the Kimberley during 2009-10, 30.7% of the total Western Australian heard, yet contains only 1.2% of Western Australia's meat cattle businesses (or 56 businesses).

This subsequently results in the Kimberley having some of the largest livestock areas in Western Australia. The slaughter value of cattle within the Kimberley amounts to 29.2% of the value of Western Australia's cattle slaughter value, and 13.1% of the total livestock slaughter value in 2009-10.

Of the livestock within the Kimberley, between 80,000 and 100,000 head of cattle have been exported out of the Port of Broome from 2006-07 to 2010-11 (Broome Port Authority 2011). This equates to approximately one sixth of the cattle within the Kimberley passing through the port each year.

**Table 5.2 Kimberley Livestock Production (2009-10)**

Livestock Category	Kimberley	Western Australia	Kimberley Proportion of WA
<b>Livestock Numbers</b>			
Meat Cattle- Cows and heifers 1 year and over	400,738	1,214,311	33.0%
Meat Cattle- All	277,448	991,872	28.0%
<i>Total Meat Cattle</i>	<i>678,186</i>	<i>2,206,183</i>	<i>30.7%</i>
<b>Livestock Businesses</b>			
Meat Cattle- Cows and heifers 1 year and over	54	4,176	1.3%
Meat Cattle- All	56	4,550	1.2%
<i>Total Meat Cattle</i>	<i>56</i>	<i>4,820</i>	<i>1.2%</i>
<b>Livestock Value (\$M)</b>			
Cattle and Calves Slaughter Value	\$93.2	\$318.8	29.2%

Source: ABS (2011e) ABS (2011f)

### 5.3.2 Pearling

The Shire of Broome is one of the only places left in the world where wild-stock pearling takes place and the only location where wild pearls are harvested in Western Australia. In 2010 a total of 397,947 oysters containing pearls were harvested (WA Department of Fisheries 2011). The annual number of pearls harvested within the Broome area in 2010 increased by 53% compared to the number of pearls harvested in 2009. Recent number of harvested pearls has dropped considerably, between 2008 and 2009 the number of pearls harvested decreased by 67.9% from 810,115 oysters to 260,002 oysters.

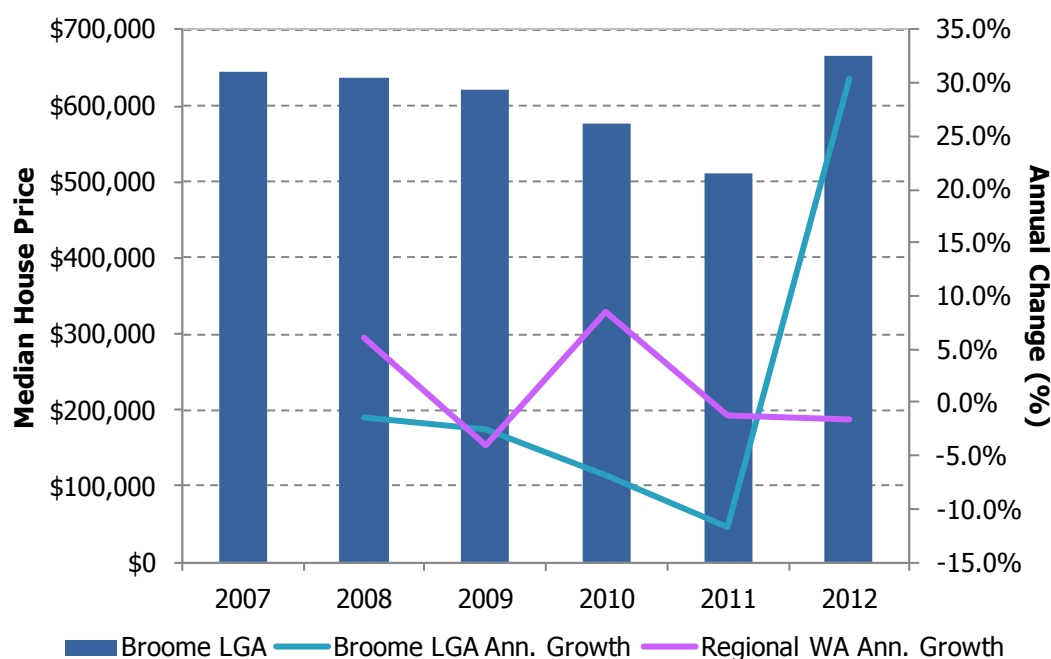
Consultation with local industry indicates the current level of pearls harvested is above the estimates of the Department of Fisheries.

## 6. Property Market

### 6.1 Housing Market

Median housing sales prices in Broome have decreased approximately \$200,000 (or nearly 30%) between 2007 and 2011. Despite the fall in prices, Broome still had a higher median house sales price in 2011 (\$485,000) than both Perth (\$477,000) and Regional Western Australia (\$372,500). Dramatically, median house prices have increased 30% since 2011 and are back at the peak levels seen in 2006 and 2007. Increased demand potentially related to the resource sector and relatively limited supply could have contributed to this result. Housing prices in Broome are now significantly higher than Regional Western Australia and Perth.

**Figure 6.1 Median House Sales Prices, Broome (2007-2011)**



Note: Year ending June.  
Source: REIWA (2011)

In 2011, Broome had a median multiple for housing affordability of 6.6, which means it would require almost 7 years of income in order to purchase a house in Broome. By comparison, Western Australia has an estimated<sup>3</sup> median multiple of 6.33 which indicates that houses in Broome are mildly less affordable compared to the rest of Western Australia. It is worth noting that since 2011, median house prices have risen significantly (30%) in Broome, which will put considerable pressure on housing affordability. This higher housing price is due to the significantly higher cost of construction in Broome. According to Rawlinsons (2011) Broome has a construction index of 150, indicating that the cost of construction in Broome is 50% higher than within Perth.

<sup>3</sup> Uses an average of Metro and Regional Western Australian house prices.

**Table 6.1 Median House Sales Prices, Broome (2007-2012)**

Region	YE Jun 2007	YE Jun 2008	YE Jun 2009	YE Jun 2010	YE Jun 2011	YE Jun 2012
<b>Median House Prices (\$)</b>						
Broome LGA	\$645,404	\$636,000	\$620,000	\$577,500	\$510,000	\$665,000
Regional WA	\$344,220	\$365,000	\$350,000	\$380,000	\$375,000	\$369,000
Perth Metropolitan Region	\$453,890	\$460,000	\$432,000	\$486,000	\$485,000	\$470,000
<b>Change in Prices (%)</b>						
Broome LGA Ann. Growth		-1.46%	-2.52%	-6.85%	-11.69%	30.39%
Regional WA Ann. Growth		6.04%	-4.11%	8.57%	-1.32%	-1.60%
Perth Metropolitan Ann. Growth		1.35%	-6.09%	12.50%	-0.21%	-3.09%

Source: REIWA (2011)

The Social Health Atlas of Australia (PHIDU 2011) defines mortgage stress as the households in the bottom 40% of income distribution which spends more than 30% of their weekly income on mortgage repayments. Using this definition and median incomes, housing prices and current lending rates, approximately 6.6% of households with a mortgage in Broome were classified as experiencing mortgage stress in 2011. Given the recent increase in housing prices, the proportion of households experiencing mortgage stress is expected to be higher in 2012.

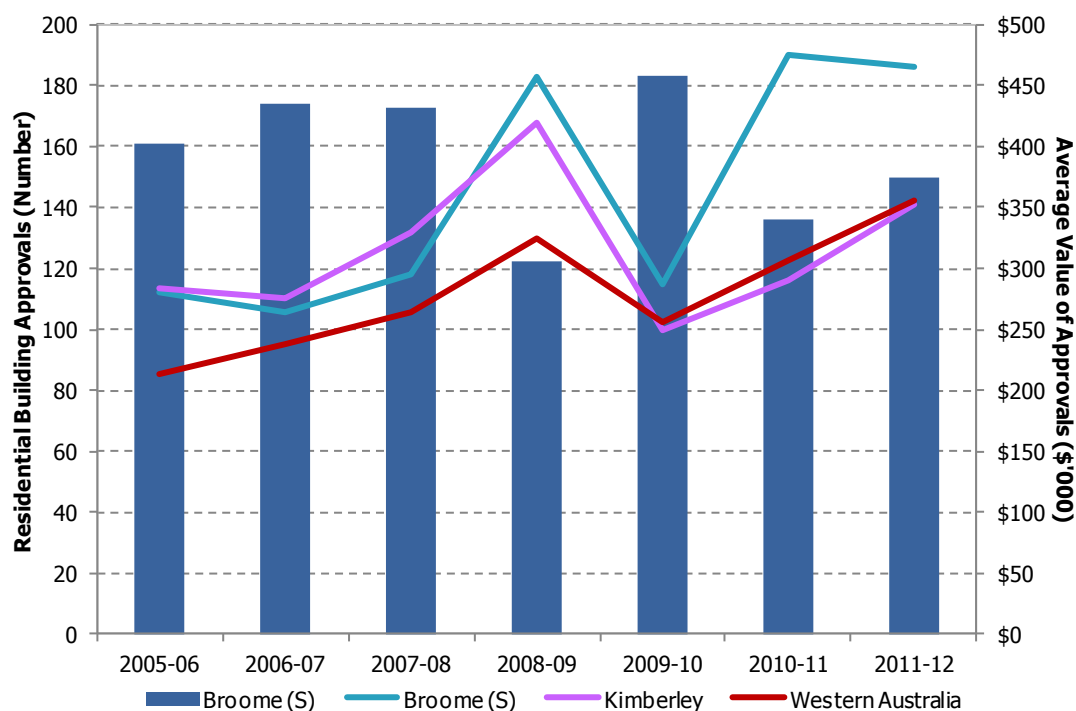
In 2011, rental stress (using the same definition) was 11.0% of renting households. High levels of rental stress are also apparent when other areas of Western Australia are examined.

According to REIWA (2012), median rental prices in the Broome urban area are significantly higher than those for the Perth Metropolitan area. The median house rental price in the Broome Urban Area was \$730 in the September quarter 2012, almost \$300 per week higher than in Perth Metropolitan area. Unit rents are similarly unaffordable in the Broome Urban area at \$550 compared to \$425 in the Perth Metropolitan area.

## 6.2 Building Approvals

Broome has recorded an average of approximately 160 new residential building approvals since 2005-06, with the lowest number of new residential building approvals being recorded in 2008-09 (GFC) and the two years from 2010-12 (European Debt Crisis). Additional residential development has been largely driven by strong growth in the permanent population over this period (average of 2.0% per annum over the past decade, refer to the Community Profile).

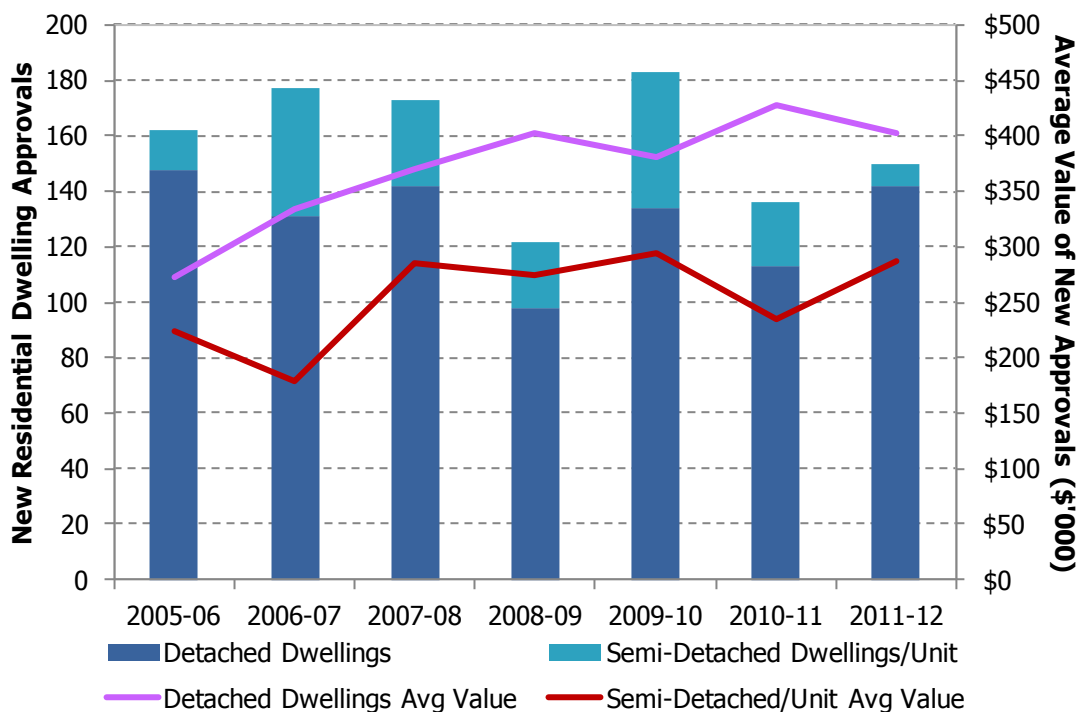
**Figure 6.2 New Residential Building Approvals, Broome**



Source: ABS (2012b)

As can be observed in Figure 6.3, the majority of new residential dwellings approved within the Shire of Broome since 2005-06 were detached dwellings (or houses).

**Figure 6.3 New Residential Dwelling Breakdown by Dwelling Type, Broome**



Source: ABS (2012b)

The average value of new residential building approval within Broome has historically been significantly higher than the average value for Western Australia, in some instances by more than \$100,000. These values are representative of the higher construction costs in Broome for new dwellings.

**Table 6.2 Residential Building Approvals, Broome**

Regions	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
<b>New Residential Building Approvals</b>							
Broome	162	177	173	122	183	136	150
Kimberley	330	342	303	253	450	425	356
Western Australia	25,973	24,862	22,353	19,219	25,322	20,807	18,341
<b>Value of New Residential Building Approvals (\$M)</b>							
Broome	\$43.4	\$51.9	\$61.4	\$46.0	\$65.5	\$53.7	\$59.4
Kimberley	\$87.7	\$109.1	\$103.4	\$93.3	\$160.3	\$164.5	\$139.7
Western Australia	\$5,124.5	\$5,952.5	\$6,082.4	\$5,043.3	\$6,313.6	\$5,654.4	\$5,116.5
<b>Average Value of New Approval</b>							
Broome	\$267,877	\$293,181	\$354,699	\$377,377	\$358,120	\$394,875	\$395,967
Kimberley	\$265,627	\$319,094	\$341,297	\$368,715	\$356,184	\$387,134	\$392,452
Western Australia	\$197,300	\$239,423	\$272,109	\$262,411	\$249,333	\$271,754	\$278,965

Source: ABS (2012b)

**Table 6.3 Non-Residential Building Approvals, Broome**

Region	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
<b>Value of Non-Residential Building Approvals (\$M)</b>							
Broome (S)	\$70.2	\$114.2	\$60.1	\$22.6	\$26.8	\$38.9	\$22.1
Kimberley	\$105.0	\$160.9	\$78.4	\$60.4	\$178.4	\$243.7	\$53.8
Western Australia	\$2,346.6	\$2,758.5	\$4,516.3	\$2,785.7	\$6,296.7	\$3,773.7	\$5,124.9
<b>Annual Change</b>							
Broome (S)	-	62.6%	-47.4%	-62.3%	18.3%	45.1%	-43.2%
Kimberley	-	53.2%	-51.3%	-23.0%	195.4%	36.7%	-77.9%
Western Australia	-	17.6%	63.7%	-38.3%	126.0%	-40.1%	35.8%

Source: ABS (2012b)

Combined residential and non-residential building approvals have totalled \$81.4 million in 2011-12, which is a slight decrease compared to the total value of building approvals in 2010-11 (\$92.6 million).

## 6.3 Retail Market

An assessment of total retail spend in Broome has been conducted to identify current and future demand for retail space in Broome using AECgroup's proprietary Retail Spending model. This tool uses the ABS Retail Expenditure Survey as well as catchment assessments and population projections to identify current and future demand for retail spending. In order to calculate retail expenditure, spending from permanent residents and visitors (leisure and business) was considered. It has been assumed that retail spending from FIFO workers would be insignificant.

**Table 6.4 Indicative Current Retail Spending, Broome (M\$)**

Retail Category	2011	% of Total
Groceries & Specialty Food	\$58.6	37%
Food and Liquor Catering	\$26.6	17%
Clothing & Accessories	\$15.0	9%
Furniture, Houseware & Appliances	\$17.4	11%
Recreation & Entertainment Equipment	\$16.3	10%
Garden & Hardware Goods	\$7.0	4%
Motor Vehicles & Parts	\$0.0	0%
Other Goods & Personal Services	\$17.2	11%
<b>Total</b>	<b>\$158.1</b>	<b>100%</b>

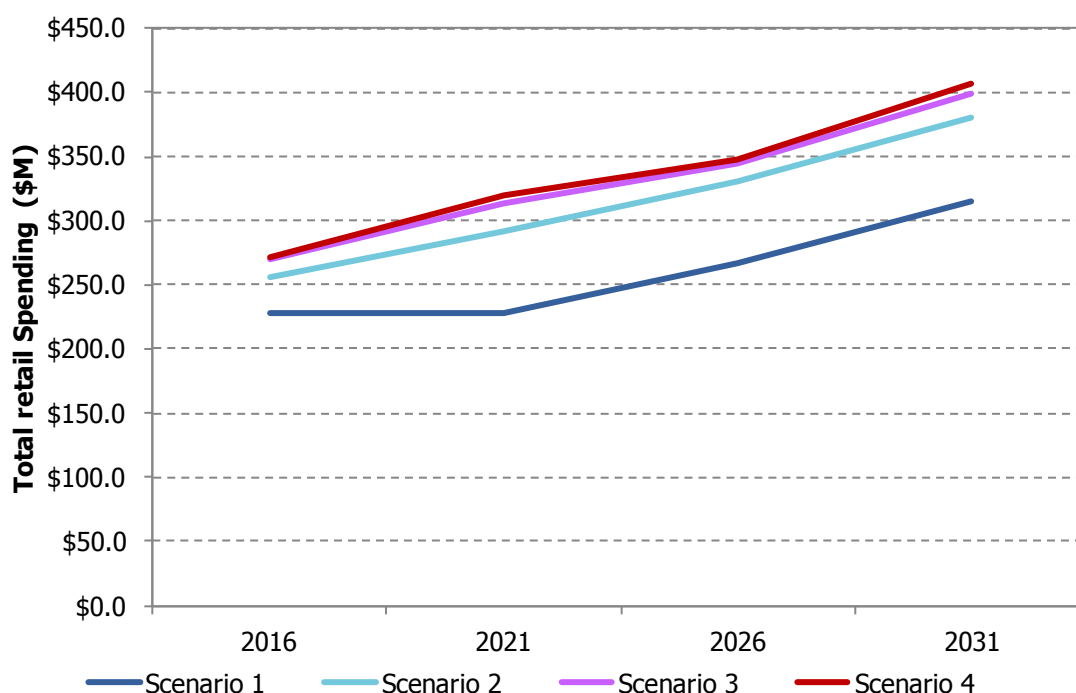
Note: Permanent residents only.

Source: AECgroup

Four population projection scenarios have been established for Broome considering the potential future impact of the Browse LNG Precinct, including increases in associated FIFO workers, visitors and residents. These scenarios have different compositions and are outlined in the *Broome Community Profile*. Four future retail spending scenarios have been developed based on these population projections.

The 2007 Local Commercial Strategy identified 40,000 sqm of retail space, indicating that there is likely some surplus of retail space currently in Broome (see Table 6.5).

**Figure 6.4 Indicative Future Retail Spending, Broome, 2016-2031 (Real \$)**



Source: AECgroup

The four future retail spending scenarios will require differing levels of retail space, as highlighted in Table 6.5 below. When considering the current or future retail needs of Broome, it is important to consider the seasonal fluctuations of tourists. During peak season, it could be that Broome requires more retail space than during non-peak times. The seasonality also often makes it difficult for some small traders to sustain a business over a 12 month period. Often many of these business owners accept lower levels of annual profit in order to facilitate living in a lifestyle destination like Broome.

Beyond simply accommodating increases in retail demand, it is important to maintain vibrant retail precincts, particularly given the importance of tourism locally. Retail precincts need to have a sense of place and become destinations in their own right,



beyond simply a 'place to shop'. Furthermore, it is important that key retail centres ensure their vitality, which generally requires regular augmentations and updates.

**Table 6.5 Indicative Required Retail Space, Broome (sqm)**

Category	2011	2016	2021	2026	2031
<b>Scenario 1</b>					
Groceries & Specialty Food	7,328	8,942	10,530	12,331	14,588
Food and Liquor Catering	4,839	5,905	6,954	8,143	9,634
Clothing & Accessories	2,992	3,651	4,299	5,034	5,956
Furniture, Houseware & Appliances	3,867	4,719	5,557	6,507	7,698
Recreation & Entertainment Equipment	3,630	4,430	5,216	6,109	7,227
Garden & Hardware Goods	1,993	2,432	2,864	3,354	3,968
Other Goods & Personal Services	3,822	4,664	5,493	6,432	7,609
<b>Total</b>	<b>28,471</b>	<b>34,743</b>	<b>40,912</b>	<b>47,911</b>	<b>56,680</b>
<b>Scenario 2</b>					
Groceries & Specialty Food	8,776	10,704	12,328	14,152	16,436
Food and Liquor Catering	8,182	10,204	11,366	12,641	14,234
Clothing & Accessories	5,497	6,602	7,320	8,109	9,098
Furniture, Houseware & Appliances	4,331	5,265	6,116	7,077	8,280
Recreation & Entertainment Equipment	4,094	4,976	5,776	6,678	7,809
Garden & Hardware Goods	2,590	3,135	3,584	4,086	4,716
Other Goods & Personal Services	4,286	5,211	6,052	7,002	8,191
<b>Total</b>	<b>37,755</b>	<b>46,098</b>	<b>52,541</b>	<b>59,744</b>	<b>68,764</b>
<b>Scenario 3</b>					
Groceries & Specialty Food	8,776	11,291	13,253	14,602	17,020
Food and Liquor Catering	8,182	10,802	12,391	13,637	15,717
Clothing & Accessories	5,497	6,903	7,762	8,360	9,407
Furniture, Houseware & Appliances	4,331	5,569	6,589	7,287	8,544
Recreation & Entertainment Equipment	4,094	5,262	6,221	6,877	8,057
Garden & Hardware Goods	2,590	3,302	3,840	4,209	4,870
Other Goods & Personal Services	4,286	5,511	6,520	7,210	8,452
<b>Total</b>	<b>37,755</b>	<b>48,640</b>	<b>56,577</b>	<b>62,182</b>	<b>72,067</b>
<b>Scenario 4</b>					
Groceries & Specialty Food	8,776	11,455	13,553	14,760	17,347
Food and Liquor Catering	8,182	10,819	12,519	13,700	15,931
Clothing & Accessories	5,497	6,920	7,850	8,414	9,565
Furniture, Houseware & Appliances	4,331	5,657	6,749	7,371	8,717
Recreation & Entertainment Equipment	4,094	5,344	6,371	6,956	8,220
Garden & Hardware Goods	2,590	3,339	3,917	4,251	4,963
Other Goods & Personal Services	4,286	5,598	6,678	7,293	8,623
<b>Total</b>	<b>37,755</b>	<b>49,134</b>	<b>57,636</b>	<b>62,745</b>	<b>73,366</b>

Source: AECgroup

### **Key Insights**

According to the 2011 Census, 6.6% of households experience mortgage stress and 11% experience rental stress. As the median house prices have increased by 30% between 2011 and 2012, housing affordability is likely a bigger issue than the stated figures from 2011. Over half of all residents are renting. The significant service population (i.e. resident population plus transient workers and visitors) in addition to high construction costs given the remoteness of Broome are likely to impact housing prices.

Given the future growth of the service population in Broome, significant additions to the retail offering are likely required. Based on different scenarios, demand for retail space by 2031 could range between a total of 55,000-75,000 sqm.

## 6.4 Commercial Office Market

A commercial office market assessment was conducted to estimate the current and future demand for office space within Broome. Similar to the retail analysis, the commercial office market assessment is built around the four population projection scenarios, which were established for Broome and outlined in the *Broome Community Profile*.

The 2007 Commercial Strategy Update identifies 30,000 sqm of office space in Broome, which would indicate that the market is currently slightly undersupplied (assuming no new space as been added to the market since 2007) based off the indicative commercial office demand estimates in Table 6.6.

To account for the projected increase in population, and subsequent employment, the projected indicative commercial office demand is set to increase by between 50% and 60% when compared to indicative existing demand. Subsequently, identifying and planning for future increases in demand should be well thought out and coincide with market forces and trends. Often commercial space is not added in regular annual increments, it is added in 'lumpy' amounts, providing developers the opportunity to achieve economies of scale.

**Table 6.6 Indicative Commercial Office Demand Projections, Broome**

Commercial Office Demand	2011	2016	2021	2026	2031	Change
<b>Scenario 1</b>						
Office Workers	1,440	1,629	1,792	1,972	2,196	756
Office Floorspace (sqm)	30,247	34,207	37,628	41,409	46,113	15,867
<b>Scenario 2</b>						
Office Workers	1,440	1,629	1,792	1,972	2,196	756
Office Floorspace (sqm)	30,247	34,207	37,628	41,409	46,113	15,867
<b>Scenario 3</b>						
Office Workers	1,440	1,729	1,939	2,030	2,265	824
Office Floorspace (sqm)	30,247	36,303	40,721	42,627	47,555	17,308
<b>Scenario 4</b>						
Office Workers	1,440	1,763	1,993	2,056	2,312	872
Office Floorspace (sqm)	30,247	37,026	41,855	43,176	48,559	18,313

Source: AECgroup

## 6.5 Industrial Land Market

An Industrial Land assessment was conducted to project current and future industrial land demand. Similar to previous retail analysis and commercial office market assessments, the industrial land assessment is built around the four population projection scenarios, which were established for Broome and outlined in the *Broome Community Profile*.

Industrial land markets function differently than retail or commercial markets in that the eventual built form varies more widely as does the related requirement for land. Different industries require different sizes and shapes of land parcels. Industrial land users tend to own the land and development, as opposed to retail and commercial where a large portion of the market is typically leased from property landlords. Additionally, demand and consumption of land can vary significantly from year-to-year, resulting in 'lumpy' consumption patterns over time.

Outlined in the table below, industrial land consumption in Broome is forecast to progress at an average annual rate of between 4 ha and 13 ha per annum over the coming 20 years.

**Table 6.7 Indicative Industrial Land Demand Projections, Broome**

Scenario	Average Land Consumption (ha)
Scenario 1	4.1
Scenario 2	4.1
Scenario 3	11.1
Scenario 4	13.0

Note: Land demand represents total land required (including area for roads, setbacks, utilities, etc.)

Source: AECgroup

These estimates utilise population projections, information from the Shire of Broome regarding current industrial land use and employment statistics from the 2011 Census to develop the models. Case studies of consumption patterns in other resource investment areas and factors uncovered through consultation have been incorporated into some scenarios.

The following four scenarios have been used:

- **Scenario 1:** This scenario forms the baseline and is aligned to the anticipated population growth of Broome. Industrial development under this scenario is anticipated to follow historic patterns and be linked to current economic structure.
- **Scenario 2:** This scenario is the same as the baseline as the only change in this scenario is the addition of visitors, which does not impact industrial demand.
- **Scenario 3:** This scenario identifies industrial land demand associated with the development of the Browse LNG Precinct. It considers observed industrial development patterns from other areas that are current undergoing similar developments. Additionally, consultation with the local Broome market has also been used to inform current and future likely demand patterns related to the wider development of the Browse Basin.
- **Scenario 4:** This scenario represents a total maximum potential development (similar to the population projections). It also uses information from similar areas and local consultation as in scenario 3.

For all scenarios, a benchmark of 10 employees per hectare of industrial land has been used, which is based on information from the Shire and 2011 Census.

With industrial land consumption dominated by owner-occupiers (therefore the market for existing lots being relatively illiquid) and individual buyers having specific needs it is important to ensure an adequate supply of vacant land to not restrict investment. Land supply should always exceed anticipated demand in order to provide flexibility and choice to potential investors. A rolling supply equal to 10-15 years of forward demand is generally sufficient. This buffer will ensure that the industrial land market can function properly and does not come under pressure (i.e. that supply may decrease dramatically to a point where prices rise significantly and interested investors are turned away due to sufficient land for their needs not being available). Generally speaking, when an industrial estate reaches 65-70% capacity, investors will begin to be turned away as there can be a lack of choice and they may not be able to find a suitable land parcel. At this level of capacity, prices also tend to rise dramatically as speculative holding and pricing activity is pursued by remaining vacant landholders.

The rolling bank of industrial land would be at varying degrees of readiness. Generally speaking, some of this land would be serviced and 'shovel ready' and as this is consumed, planning and investment in infrastructure could take place to land zoned for industrial use in order to facilitate future and on-going development. The ongoing progressive pipeline also serves to minimise price speculation and land-banking from existing landholders.

With these principles in mind, the following table (Table 6.7) shows the quantity of serviced, available land that is required in Broome in the future under the scenarios adopted. These figures represent the total (cumulative) amount of serviced, industrial land that should be available to ensure a liquid, functioning market. For example, under Scenario 1, there should be 138.8 ha in the market, of which 81.1 ha would be occupied. Additionally, in 2011 (under Scenario 1), there should be a total of between 175.3 ha and 195.9 ha of zoned industrial land.

**Table 6.8 Total (occupied and vacant) Industrial Land Required, Broome**

Indicative Industrial Land Demand (ha)	2011	2016	2021	2026	2031
Scenario 1	138.8	154.6	175.3	195.9	216.6
Scenario 2	138.8	154.6	175.3	195.9	216.6
Scenario 3	295.3	326.7	382.3	437.9	493.5
Scenario 4	324.2	368.0	433.2	498.4	563.5

Note: Land demand represents total land required (including area for roads, setbacks, utilities, etc.)

Source: AECgroup

## 7. Implications of Resource Sector Expansion

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### 7.1 Case Study Regions

Six areas have been selected as case studies to show the possible effect of the James Price Point LNG plant on the Broome region across a number of indicators. The case study areas have been measured from the period determined to be the beginning of the “mining boom” in the respective regions. This is done to show the effect of the boom period on the case study regions to date.

Case study areas have been chosen for their similarities to Broome in terms of projects, regional demographics and economic importance of the mining industry. The regions covered and a brief explanation of the inclusion of each region is as follows:

- **Darwin (2003 to present):** In 2003, construction of the Darwin LNG plant began. This is one of the three operational LNG plants in Australia. This gives a unique insight into the expected impacts of the Browse LNG project on the Broome region.
- **Gladstone (2009 to present):** Since 2009, Gladstone has been a significant services and industrial hub for Bowen Basin and Surat Basin mining projects (particularly CSG mining and the associated LNG export terminals in Gladstone). Currently there are 3 LNG plants under construction in Gladstone. This presents a good indication of the service and industry impacts that can be expected for the Broome region due to the Browse LNG project.
- **Mackay (2003 to present):** Mackay has been a key region in the Queensland mining boom since 2003, being strategically placed to take advantage of projects in both the Bowen and Galilee Basins.
- **Roma/Maranoa (2008 to present):** Since 2008, the Maranoa region has experience significant growth in the mining industry due to the discovery and implementation of CSG projects in the Surat Basin. Roma is seen as a hub for the mining industry in the Surat Basin. Without historically being a significant mining region, the region has experienced significant impacts from the entry of the mining industry to the region.
- **Karratha/Roebourne (2007 to present):** Karratha is situated in a strategic position to be impacted by two of the three LNG plants in Australia, the Pluto LNG and the North West Shelf LNG projects. The Pluto LNG plant was given approval for development in 2007, while the North West Shelf project developed a fifth LNG train in 2008, and as such the period of measurement has been taken from 2007.
- **Port Hedland (2009 to present):** Port Hedland has historically been an iron ore mining region, with the Mt Whaleback mine established in 1968. However since 2009, several projects have recently been developed in the region, giving an opportunity to see the effects of the projects on the regional economy and across the case study indicators.

### 7.2 Case Study Assessment

These regions outlined above are all unique and have different aspects affecting the impact of the mining and gas projects on the region. However each region shares similarities with the Broome region and the Browse LNG project. The case studies compare a number of indicators considered to be impacted by the develop of major resource projects. All percentages presented are annual averages.

The average column provides the average of all the case study areas (and is an average annual growth rate). This rate has been applied to the latest Broome data to provide an indicative estimate of the first year's impact should Broome experience this rate of change. This is an estimate only.

**Table 7.1: Case Study Assessment (Annual Average)**

Indicator	Darwin	Gladstone	Mackay	Roma (Maranoa LGA)	Karratha (Roebourne LGA)	Port Hedland	Average	Broome Current	Indicative Impact (Year 1)**
	2003-12	2009-12	2003-12	2008-12	2007-12	2009-12			
Population Growth	1.8%	1.4%	2.4%	0.6%	5.8%	4.1%	2.7%	16,031	429
Visitor by Purpose of Visit									
<i>Business</i>	7.5%	-2.7%	5.9%	20.7%	8.7%	-0.7%	6.6%	52,847	3,477.6
<i>Other</i>	3.8%	1.6%	1.7%	-4.7%	1.8%	1.3%	0.9%	212	1.9
Airport Passengers	7.2%	29.7%	13.0%	26.3%	20.2%	29.5%	21.0%	404,570	84,905
Median House Price	11.7%	8.3%	11.8%	3.7%	5.3%	14.8%	9.3%	\$665,000	\$61,738
Residential Building Approvals	4.9%	41.8%	6.7%	25.4%	24.6%	9.7%	18.8%	150	28
Accommodation Data <sup>^</sup>									
<i>Room Demand</i>	27.5%	35.2%	11.2%	27.0%	0.7%	8.2%	20.5%	73,920	6,993
<i>Occupancy Rate (ppt)</i>	2.6	11.1	6.2	10.8	0.9	- 1.7	1.5	46.5%	N/A
<i>ADR</i>	19.9%	90.2%	23.0%	32.1%	76.1%	43.7%	27.6%	\$227	\$62
<i>RevPAR</i>	23.9%	121.3%	33.3%	51.5%	76.5%	41.6%	30.1%	\$106	\$39
Labour Force <sup>†</sup>	3.4%	2.4%	2.4%	1.9%	1.4%	5.1%	2.8%	8,473	234
Employment <sup>†</sup>	3.5%	2.5%	2.0%	1.7%	1.4%	6.4%	2.9%	8,166	239
Unemployment (ppt) <sup>†</sup>	-0.4	0.1	1.6	0.3	0.1	-2.3	-0.1	3.6%	N/A
Skills*									
<i>Blue</i>	1.4%	3.6%	4.1%	1.2%	9.3%	9.1%	4.8%	2,548	122
<i>White</i>	2.4%	3.2%	3.3%	0.6%	7.9%	9.1%	4.4%	2,107	93
<i>Services</i>	2.0%	3.4%	2.8%	-0.3%	2.5%	3.1%	2.2%	1,162	26
Income*	25.2%	27.8%	8.5%	118.6%	35.0%	0.4%	35.9%	1,383	497
Traffic density at airport (/1000 population)	90.7	-	-	-	376.1	183.6	216.8	N/A	N/A
Industrial Land Consumption (Ha/year)	N/A	36.9	17.0	N/A	N/A	N/A	27.0	N/A	N/A

Notes: <sup>^</sup> Accommodation data is only available in these areas from 2006, as such Darwin and Mackay growth rates have been taken from 2006 to 2012, <sup>†</sup> Labour Force Data is only available in these areas from 2007, as such Darwin and Mackay growth rates have been taken from 2007 to 2012, \* Skills and income data are only available in these areas from census data, as such annual growth rates are between 2006 and 2012, \*\* Impacts are for the single year and are indicative only, a detailed impact assessment has not been conducted. Note, wherever possible, growth rates have been presented to the latest published data point.

Source: Various

The case study analysis has revealed a variety of significant pressures experienced by other regions that have undergone significant resource development, including:

- **Significant increase in business visitors (average annual growth of 6.6%),** which provides a considerable stimulus for the local accommodation market (i.e. hotels, motels and serviced apartments). This increase in demand often causes occupancy rates to rise and prices for accommodation to increase dramatically. A dramatic increase in the business visitor segment can apply pressure to the leisure market as many leisure visitors could be deterred by a lack of availability and higher prices.
- In line with the increase in business visitors, **passenger numbers at the local airport increased significantly (average annual growth of 21%),** putting considerable pressure on existing infrastructure. Consultation with other areas indicates that due to the significant increase in passenger numbers, expansion and redevelopment of the airport was required. These projects often included significantly increasing the size of the terminal, amenity features inside the terminal, runway extensions, investments in aviation systems and expansion of car parks and rental car facilities.
- **Considerable pressure on the local housing market,** which was caused by the increased demand for accommodation in the area. Generally speaking, housing prices increased by 9.3% per year. Many of the markets have had low levels of new housing development, which puts additional pressure on not only the existing housing market but also the short-stay accommodation market and other forms of accommodation. Areas like Port Hedland that saw dramatic increase in demand and very little supply entering the market saw the largest increases in price (15% per year).
- **Local labour markets become very tight,** as unemployment levels stay low. Consultation revealed that many areas experienced extreme labour shortages as the resource companies and related contractors paid premium salaries that attracted many local employees. Local government was not immune to these challenges and staff turnover was considerable in some areas. Many small businesses struggled to find and keep employees. Interestingly, in many areas, these businesses had plenty of opportunities to expand but simply could not get the employment necessary to grow their businesses. Another consequence of this situation was increasing local incomes and wealth. Many areas experienced significant income growth.
- **Increases in industrial development,** as local resource activity created supply chain opportunities and demand for industrial land. Areas focused on LNG development, such as Gladstone and Darwin, saw considerable industrial development related directly to the local LNG projects. From consultation, many global oil and gas companies have used the local LNG projects to establish a presence in the region, which could be used in the future for further LNG developments. While some industrial land was used for lay down areas for construction, there was a significant increase in the construction of permanent buildings for industrial operations. Many of these buildings have been custom built and are expected to remain after the construction is completed.

#### **Key Insights**

Overall, this assessment, as outlined in Table 7.1 suggests there will be significant impacts on the Broome LGA stemming from the development of the Browse LNG project.

Careful and well-thought out planning needs to occur to ensure that Broome can effectively manage any increased pressure on housing, housing affordability, accommodation, industrial development and various infrastructure (road and air). If sufficient land is not set aside for residential, accommodation and industrial activities, and the Browse LNG project progresses, considerable increases in prices for residential and short-stay accommodation would occur. Similarly, prices for industrial land would also increase and it is very likely that Broome would lose out on opportunities to diversify its economy through industrial development linked to all of the gas projects in the Browse Basin.



## 8. Key Issues and Opportunities

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This desktop analysis of the Broome economy has identified numerous issues and opportunities for the future, including:

### Issues

- **Lack of economic diversity:** Broome has historically relied greatly upon tourism and more recently the associated construction and transport activities relating to the mining and resource development in the surrounding Kimberley region and offshore resources. This heavy reliance on a few industries increases the region's exposure and risk to future economic shocks, should there be major issues in any one of these key industries. Additionally, construction is a temporary activity (i.e., characterised by shorter term contracts), so it can be very volatile in reaction to major macroeconomic factors, such as the case during the Global Financial Crisis.
- **Decrease of primary industries:** The primary industries within Broome have decreased significantly over recent years, with the main products, cattle and pearls heavily affected. Broome's pearling industry has been severely affected by the global financial crisis and subsequent European debt crisis. In contrast, the cattle industry has decreased as a result of the banning of live cattle exports from Australia to Indonesia and subsequently, after the ban was lifted, lower demand from Indonesia for Australian cattle.
- **Low value economic activities:** The reliance on tourism has translated into large employment sectors being focused on low value adding industry sectors, which translate through to lower wages for residents.
- **Browse LNG Precinct:** The Browse LNG Precinct would deliver considerable economic injection to the Broome economy during the construction phase. However, the operational phase will see a much smaller workforce and limited supply chain opportunities, given the nature of the on shore operational activities related to LNG.
- **Housing affordability:** Housing affordability in the region is very poor. If it cannot improve, future population and economic growth may be hindered.
- **Indigenous participation:** There is a high indigenous population in Broome and the broader Kimberley region. Ensuring these residents can participate in the local economy will be important to increasing the standard of living for the indigenous population in the area.
- **Unemployment:** Broome has consistently had unemployment rates above the state average. Participation rates are relatively high, so there is a need for more local jobs in Broome.
- **Pockets of disadvantage:** As revealed in the SEIFA index, there are pockets of extreme socio-economic disadvantage. These pockets the population which are disadvantaged should be addressed.

### Opportunities

- **Tourism:** Broome is already an established tourism destination with a strong brand in the market place. Deepening and broadening the tourism product offering and identifying opportunities to lengthen the tourist season will assist the economy to grow in the future.
- **Creative Industries:** Given the significant attraction of the natural environment and lifestyle destination, given sufficient infrastructure, there is an opportunity to build a creative cluster.
- **Resources:** There is a significant amount of investment in future resource developments, including many offshore resources and other resource opportunities in the broader Kimberley region. Given the availability of air and sea transport infrastructure as well as other services, Broome has the potential to act as a service centre for these developments.
- **Regional City:** Broome is already the service centre for the broader Kimberley region. Taking steps to ensure residential/ household (i.e. retail, health and



education) and government services continue to grow in Broome will assist to grow the economy and assist in attracting future residents and businesses.

## 9. Key Strategies

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In order to manage the issues identified above and take advantage of the opportunities the following strategies are proposed for future consideration, including:

- **Tourism Strategy:** A comprehensive review and update of the 2007 tourism strategy is required. There is considerable volatility in the visitor numbers and the low season provides very little economic stimulus. Broadening and deepening tourism experiences and investigations into required tourism infrastructure in order to drive demand are needed.
- **Investment Attraction Strategy:** Given the lack of diversity in the economy, an investment attraction strategy is required in order to provide guidance on attracting investment and new jobs to the area. This strategy will investigate opportunities for diversification based on existing and future competitive advantages as well as identify activities to create more local jobs, add value to the economy and identify any impediments and potential government intervention required to overcome these barriers. The ultimate goal of the investment attraction strategy is to diversify the economy and develop more high value adding industries and jobs.
- **Housing Strategy:** Given the lack of affordable housing, a review of the existing housing strategy is required that investigates the key drivers to the lack of affordable housing and puts forward activities and steps to rectify the situation. The process would include financial analysis of residential development and the identification of significant barriers as well as strategies to encourage a diverse and affordable housing mix.
- **Comprehensive Economic Development Strategy:** Given the lack of diversity in the economy and reliance on tourism, a comprehensive economic development strategy could be considered. It would incorporate the elements above but also identify specific opportunities to grow the economy in meaningful ways, not just in the main settlement but across the Shire in remote and regional locations as well. Beyond research, analysis, identification of impediments and strategies to grow the economy, the economic development strategy would identify and model various business cases for investment and job growth and actually implement these projects on the ground. The implementation of specific projects or opportunities would then be ceded over to the community or private sector. In such a way, the strategy would provide very tangible outcomes beyond the traditional strategic direction and recommendations for implementation. It would assist to build capacity and empower the community.

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## Appendix A: Broome Visitor Activities

**Table A1 Detailed Visitor Activities by Visitor Numbers ('000), Broome (2000-2011)**

Activity	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Go to the beach (including swimming)	64	75	77	90	98	112	124	112	104	96	71	90
Visit national parks or State parks	20	17	20	15	6	13	18	17	24	16	13	31
Visit botanical or other public gardens	2	3	2	-	5	1	6	7	5	5	3	5
Go whale or dolphin watching (in the ocean)	2	2	-	1	1	3	0	2	2	1	-	1
Visit farms	4	4	1	6	9	9	6	15	9	16	19	17
Bushwalking or rainforest walks (2000 onwards)	4	14	16	12	11	12	13	20	20	11	7	14
Visit the reef (2002 onwards)	-	-	-	2	-	1	2	2	2	-	-	-
Go fishing	21	34	26	30	26	38	36	29	40	20	19	17
Play golf	1	1	-	4	-	3	3	8	2	-	2	0
Play other sports	4	6	1	2	2	6	1	10	1	3	10	5
Other outdoor activities (e.g. horse riding rock climbing bungee jumping four wheel driving or reef walking etc)	23	19	12	31	21	29	14	19	10	8	4	16
Exercise gym or swimming at a local pool river or creek	10	4	11	9	19	6	16	13	6	10	7	6
Scuba diving (2000 onwards)	-	-	-	-	-	-	-	-	-	1	-	-
Snorkelling (2003 onwards)	-	-	-	-	1	3	-	4	6	-	2	6
Snow skiing (2003 onwards)	-	-	-	-	-	-	-	-	-	-	-	-
Surfing (2004 onwards)	-	-	-	-	2	7	-	3	-	-	1	-
Water activities or sports (2004 onwards)	-	-	-	-	4	16	11	16	14	4	15	5
Go cycling (from 2006 onwards)	-	-	-	-	-	-	-	3	1	1	-	1
Attend theatre concerts or other performing arts	9	-	6	2	5	5	11	9	3	4	3	2
Visit museums or art galleries	15	14	12	16	17	37	32	43	39	28	21	32
Visit art or craft workshops or studios	11	4	6	9	11	5	6	6	3	8	12	3
Attend festivals or fairs or cultural events	10	4	-	6	3	1	1	1	2	1	1	3
Experience aboriginal art or craft and cultural displays	7	2	1	7	5	5	11	19	8	5	2	3
Visit an aboriginal site or community	8	4	2	9	8	3	10	7	12	3	1	5
Visit history heritage buildings sites or monuments	33	14	10	20	13	15	22	20	21	10	8	12
Visit amusements or theme parks	2	1	5	-	-	2	1	1	3	-	-	3
Visit wildlife parks zoos or aquariums	6	9	12	6	8	15	21	16	19	17	10	14
Go on guided tours or excursions	26	14	10	8	20	14	21	19	24	27	21	22
Tourist trains	-	-	-	6	-	-	5	1	-	-	2	1
Visit industrial tourism attractions (eg breweries mines)	12	10	3	7	9	11	7	11	21	9	8	10

Activity	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Visit wineries	4	4	-	-	-	-	-	6	3	-	3	2
Charter boat cruise or ferry ride	9	5	15	11	14	9	10	13	17	10	7	13
Going to markets (street weekend or art craft) (2000 onwards)	9	16	20	24	26	31	28	42	36	28	32	26
Visit a health spa or well-being centre (2003 onwards)	-	-	-	-	2	-	-	0	2	-	-	4
Visit or stay on an island (2003 onwards)	-	-	-	-	-	1	-	-	-	-	-	-
Visit friends and relatives	21	21	17	29	33	29	38	55	24	30	33	39
Eat out at restaurants	65	108	62	112	91	83	128	103	96	110	103	93
Movies or videos	9	8	11	20	15	4	10	11	3	2	-	-
Pubs clubs discos etc	26	19	28	36	40	47	60	54	44	33	41	27
Visit casinos	-	-	-	-	-	1	-	-	0	-	-	-
Attend an organised sporting event	2	-	1	4	1	1	5	4	4	2	2	2
Go shopping (pleasure)	45	43	33	52	54	53	77	70	59	61	60	55
General sight seeing	58	79	74	91	64	68	83	102	64	55	55	68
Go on a daytrip to another place	19	6	19	18	16	26	11	20	22	14	15	15
Picnics or BBQs	13	3	11	12	11	16	27	18	18	6	7	5
Attend movies or cinema (2007 onwards)	-	-	-	-	-	-	-	4	10	11	3	12
Other	1	-	1	-	-	1	3	3	2	-	2	-
None of these	28	12	9	30	9	17	22	16	21	6	17	17
Activities not asked	19	15	29	17	22	25	15	10	9	15	5	7
<b>Total</b>	<b>181</b>	<b>201</b>	<b>160</b>	<b>230</b>	<b>161</b>	<b>205</b>	<b>204</b>	<b>213</b>	<b>185</b>	<b>176</b>	<b>161</b>	<b>182</b>

Source: TRA (2011)

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