

2019 Shire of Broome Land Use and Employment Survey

The **Land Use and Employment Survey (LUES)** is undertaken to support the Department of Planning, Lands and Heritage (the Department) and the Western Australian Planning Commission's strategic planning processes. The Land Use and Employment Survey is a survey of all commercial, industrial, public purpose and recreation land uses in the Shire of Broome. As residential zoned land does not normally generate employment, it is not covered in the survey. Therefore, the residential Planning Land Use Category (PLUC) refers to hotels, key worker housing and caretakers. The survey focuses on the number and type of establishments, the floorspace occupied and the number of employed persons. These three main variables are coded according to the Western Australian Standard Land Use Classification (WASLUC) codes and PLUC. Information garnered from this analysis serves to identify significant patterns, themes and emerging trends occurring in the Shire of Broome.



1 The Survey

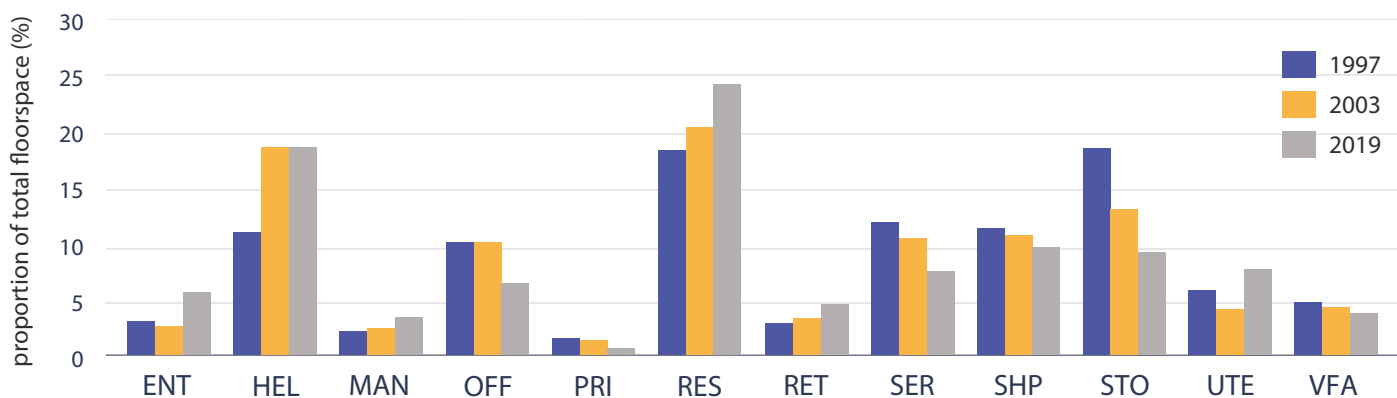
Data capture for the Broome LUES was undertaken in October 2019. The survey area was limited to Broome townsite, and a small portion of the Roebuck and Waterbank suburbs, just outside the townsite's boundary. Broome is the only townsite within the LGA and encompasses the suburbs of Broome, Bilingurr, Cable Beach, Djugun, Minyirr and a small area of Roebuck. The survey captured a total of 1,960 activities and was previously conducted in the townsite in 1997 and 2003, collecting 1,497 and 1,669 activities respectively.

2 The Shire of Broome

The Shire of Broome (the Shire) is located within the Kimberley region, approximately 2,230 kilometres north of Perth. The Shire is one of four local governments areas (LGA) in the Kimberley and covers approximately **56,000 square kilometres**. At June 2018, the Shire of Broome has an estimated resident population (ERP) of 16,950, with Broome townsite containing approximately 13,980 of the population. The majority of residents living within Broome townsite reside in the suburbs of Cable Beach and Broome. Broome is characterised as a coastal tourist town. The townsite is mostly known for its beaches, pearling industry, paleontological artefacts and luxurious resorts.

Data captured by the survey reveals the study area has a total floorspace of 508,616 square metres. The 2019 Broome survey captured a total floorspace (net lettable area) of 508,616m² in the Shire, of which 96 per cent was occupied. Floorspace has significantly grown, with the survey recording a 216,891m² of floorspace in 1997 and 299,114m² in 2003. This is an increase of 38 per cent from 1997 to 2003 and 70 per cent from 2003 to 2019. Broome and Cable Beach have consistently contained the highest share of floorspace, with an average of 68 per cent from 1997 to 2019.

Percentage of floorspace by PLUC



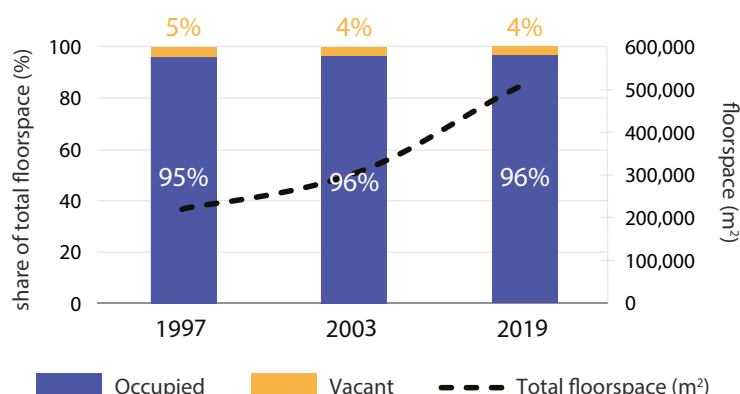
ENT - Entertainment/Recreation/Cultural
OFF - Office/Business
RET - Other Retail
STO - Storage/Distribution

HEL - Health/Welfare/Community Services
PRI - Primary-Rural
SER - Service Industry
UTE - Utilities/Communications

MAN - Manufacturing/Processing/Fabrication
RES - Residential
SHP - Shop/Retail
VFA - Vacant Floor Area

3 Occupancy and vacancy rates

While the quantity of floorspace has continued to grow throughout the survey years, vacancy rates for the whole survey area have remained relatively unchanged, with five per cent in 1997 and four per cent in 2003 and 2019. The suburbs of Broome and Cable Beach have experienced only one to two per cent difference in vacancy from 1997 to 2019, where Bilingurr, Djugun and Minyirr have recorded two to five per cent difference in the same timeframe.



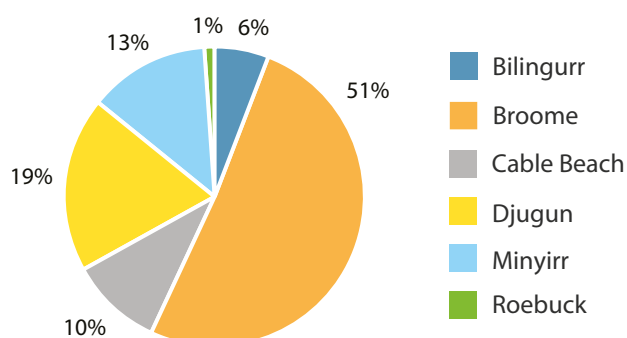
4 Floorspace (m²)

ENT	HEL	MAN	OFF	PRI	RES	RET	SER	SHP	STO	UTE	VFA	Grand total
28,469	94,245	16,639	32,309	2,920	122,541	22,585	37,695	48,342	46,025	38,363	18,483	508,616

In 2019, the residential PLUC accounted for the highest share of floorspace, at 24 per cent or 122,541m², this was followed by health/welfare/community services at 94,245m² (19 per cent) and shop/retail at 48,342m² (10 per cent). Tourist accommodation including resorts, hotels, caravan parks and motels were the main contributors to residential floorspace in the survey area, with accommodation mostly concentrated in the Cable Beach and Broome suburbs. Floorspace in the health/welfare/community services PLUC was primarily occupied by schools, hospitals and training colleges. A large number of community organisations and health centres were also major contributors to floorspace within the PLUC. Restaurants and cafes within hotels and resorts accounted for most of the 10 per cent share of floorspace in the shop/retail PLUC. Other uses including supermarkets and jewellers added to the amount of floorspace recorded under shop/retail.

5 Employment

ENT	HEL	MAN	OFF	PRI	RES	RET	SER	SHP	STO	UTE	Grand total
406	1,378	222	1,074	27	579	334	682	1,210	276	446	6,634



The 2019 Broome LUES recorded a total number of 6,634 employees in the survey area. Of these, 64 per cent were classed as full time and 36 per cent as part time. Health/welfare/community services employed a 21 per cent share (1,378 persons) of all recorded employment. This was followed by shop/retail with an 18 per cent share (1,210 persons) and then office/business with 16 per cent (1,074 persons). Employment is primarily focused in the suburb of Broome, followed by Djugun and Minyirr. It is to be expected that Broome suburb contains the largest share of employment given that it also contains the largest share of floorspace in the three highest employing land uses.

The survey revealed 64 per cent (4,260 persons) of employees in the Shire of Broome were employed on a full-time basis, with the remaining being part time. The highest full-time employment was observed in the health/welfare/community services PLUC and the highest part-time in the shop/retail PLUC.