



Department of Planning,  
Lands and Heritage



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Western Australia.*



# Land Use and Employment Survey 2019

# Shire of Broome

August 2020

## Table of Contents

<b>Summary</b>	<b>3</b>
<b>1. Introduction</b>	<b>3</b>
1.1 Survey area - The Shire of Broome	4
1.2 Major suburb profiles	4
<b>2. Summary of change (Shire of Broome)</b>	<b>6</b>
<b>3. Shire of Broome land use and employment</b>	<b>7</b>
3.1 Floor space	7
3.2 Land uses	8
3.3 Employment	9
<b>Appendices</b>	
Appendix A – Planning Land Use Category (PLUC)	11
<b>List of figures</b>	
Figure 1: 2019 Broome LUES survey area	5
Figure 2: Occupancy, vacancy and total floorspace, 2019 Broome LUES	7
Figure 3: Floorspace by suburb and PLUC, 2019 Broome LUES	8
Figure 4: Comparison of floorspace by PLUC, 1997, 2003 and 2019 Broome LUES	8
Figure 5: Employment by PLUC, 2019 Broome LUES	9
Figure 6: Employment distribution by suburb, 2019 Broome LUES	9
Figure 7: Proportion of total employment by PLUC from 1997 to 2019, Broome LUES	10
Figure 8: Full-time and part-time employment by PLUC, 2019 Broome LUES	10

## Summary

This report provides a summary of the 2019 Land Use and Employment Survey (LUES) conducted by the Department of Planning, Lands and Heritage (the Department) within the Shire of Broome (the Shire).

The LUES is undertaken as part of the Urban Development Program to support the Department and the Western Australian Planning Commission's strategic planning processes.

The survey focuses on businesses located on land zoned commercial, industrial, public purpose and recreation. As residential zoned land does not normally generate employment, it is not covered in the survey. When reference is made to the residential Planning Land Use Categories (PLUC) in the survey it relates to hotels, key worker housing and caretaker dwellings. In regional areas the survey targets townsites but does not include the surrounding agricultural land. It focuses on the number and type of establishments, the floorspace occupied within a building 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. Comparisons will be made between the previous two surveys conducted in the Shire in 1997 and 2003. For the purpose of the survey, the Shire of Broome refers to the local government area (the survey area) and the Broome townsite refers to the Broome town centre.

### Key statistics

- 1,960 activities were captured in the 2019 Broome LUES, an increase of 17 per cent from the 2003 survey.
- From 1997 to 2019, the number of employees recorded in the Shire of Broome more than doubled from 2,684 to 6,634.
- From 1997 to 2003, floorspace increased by 82,223m<sup>2</sup> (38 per cent). From 2003 to 2019, floorspace increased by 209,502m<sup>2</sup> (70 per cent).
- Residential land uses occupied the largest amount of floorspace, covering 122,541m<sup>2</sup>, or 24 per cent of total captured floorspace.
- The health/welfare/community services PLUC contained the highest number of employees with 1,378 persons (21 per cent) of all recorded employment.

## 1 Introduction

This report presents an overview of trends occurring in the study area through consideration of floorspace, employment and land use within the Shire of Broome. The information underpinning this study is from the 2019 Broome LUES.

The LUES collects key information relating to land use and employment, including the type of activities conducted by businesses, the floorspace occupied and the number of people employed in each business. Data collected by the survey is valuable information for decision making and assists in employment forecasting and transport modelling. The data is also widely used by internal and external stakeholders such as local governments, state government agencies, academic institutions and property and planning consultants. The last Broome LUES was undertaken in 1997 and 2003.

## 1.1 Study area – the Shire of Broome

The Shire is located within the Kimberly 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. Broome townsite is the only townsite within the LGA, encompassing the suburbs of Broome, Bilingurr, Cable Beach, Djugun, Minyirr and a small area of Roebuck.

At June 2018, the Shire had an estimated resident population (ERP) of 16,950, with Broome townsite containing 82 per cent (13,980 persons) of the population. The majority of residents living within Broome townsite reside in the suburbs of Cable Beach and Broome, with populations of approximately 5,440 and 4,040 respectively.

The Broome townsite is the largest settlement in the LGA and is considered the commercial and administrative centre in the Shire. Broome is also widely known for its pearling and tourism industry.

The survey area is limited to Broome townsite, as well as a small portion of the Roebuck and Waterbank suburbs, just outside the townsite's boundary.

## 1.2 Major suburb profiles

### **Broome:**

The suburb of Broome contained the highest share of floorspace in the survey area. Hotels, schools and hospitals were the largest contributors to floorspace while eateries, schools, state government administration, police and hotels land uses employed the greatest number of people.

### **Cable Beach:**

Cable Beach is located adjacent to the suburb of Broome and occupies the second highest share of floorspace in the survey area. As with Broome, resorts, eateries and schools occupied the highest amount of floorspace. These same land uses were also the largest employers in the suburb.

### **Minyirr:**

Minyirr is located south of Broome townsite and is mostly dominated by industrial uses, specifically, motor freight transportation, fabrication and warehousing and storage. The suburb also contains the Shire's port facilities. Employment was highest in the freight transportation, building construction and fisheries industries.

### **Djugun:**

Djugun sits directly north of Broome. The Broome Airport encapsulates 16 per cent of all floorspace within the suburb. This was followed by schools and training colleges. Government administration, supermarkets and airport related activities contain the highest employment.

### **Bilingurr:**

Bilingurr is located north of Broome and Cable Beach and contains the Blue Haze industrial area. This is reflected in the data with substantial floorspace occupied by warehousing and storage facilities in the suburb, however, air force establishments and schools were the largest employer.

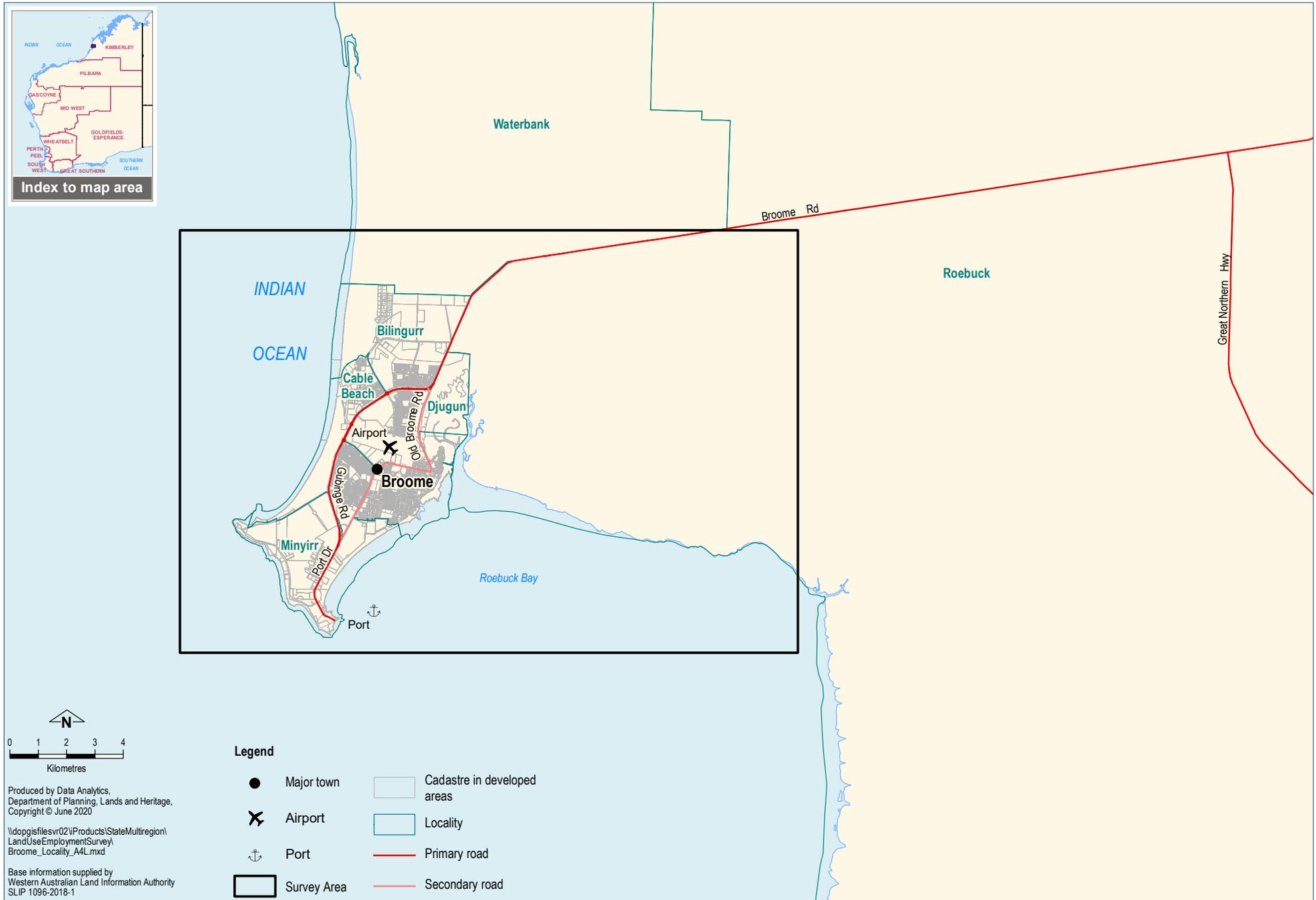


Figure 1: 2019 Broome LUES survey area

## 2

## Summary of Change (Shire of Broome)

The LUES was previously conducted in the Shire in 1997 and 2003. The Shire has been a popular tourist destination for many years, mostly due to the town's coastal landscape, pearling industry and holiday accommodation availability. Broome's tourist and resident population has continued to grow since the survey was first undertaken in 1997 and is reflected in the results of the 2003 and 2019 LUES. A summary of changes throughout the survey years are listed below.

- From 2003 to 2019, floorspace increased by 70 per cent from 299,114m<sup>2</sup> to 508,616m<sup>2</sup>.
- The residential PLUC has remained the highest occupier of floorspace since 2003, with a 20 to 24 per cent share of recorded floorspace. Prior to 2003, the storage/distribution PLUC occupied the largest share at 18 per cent.
- Floorspace in the residential PLUC has increased two to four per cent each survey year.
- From 1997 to 2019, land uses within the storage/distribution PLUC have continued to reduce in floorspace, from 18 per cent of total captured floorspace in 1997 to nine per cent in 2019.
- The health/welfare/community services PLUC has increased from 11 per cent of total floorspace in 1997 to 19 per cent in 2019.
- Vacancy rates have remained at four per cent, from 2003 to 2019.
- From 1997 to 2019, Broome and Cable Beach have maintained an average share of 68 per cent of floorspace across the LGA.
- Since the 1997 LUES, employment in the study area has more than doubled from 2,684 to 6,634 in 2019.
- In the 2019 LUES, health/welfare/community services recorded a 21 per cent share of the total employment, compared to a 14 per cent share in 2003.

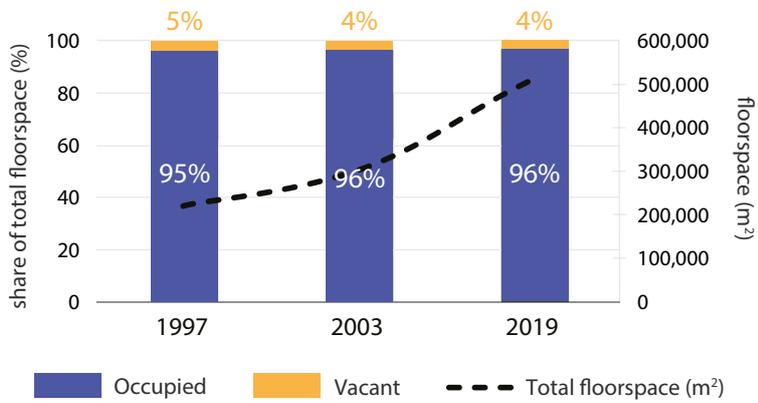


# 3 Shire of Broome Land Use and Employment

## 3.1 Floor Space

The 2019 Broome survey captured a total floorspace (net lettable area) of 508,616m<sup>2</sup> in the Shire, of which 96 per cent was occupied. Floorspace has grown significantly, with the survey recording a 216,891m<sup>2</sup> of floorspace in 1997 and 299,114m<sup>2</sup> 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, at an average of 68 per cent from 1997 to 2019.

While the quantity of floorspace has continued to grow throughout the survey years, vacancy rates for the whole survey area have remained relatively unchanged (Figure 2), with five per cent in 1997 and four per cent in 2003 and 2019. The suburbs of Broome and Cable Beach have experienced only a one to two per cent difference in vacancy from 1997 to 2019, where Bilingurr, Djugun and Minyirr have recorded a two to five per cent difference in the same timeframe.



**Figure 2: Occupancy, vacancy and total floorspace, 2019 Broome LUES**

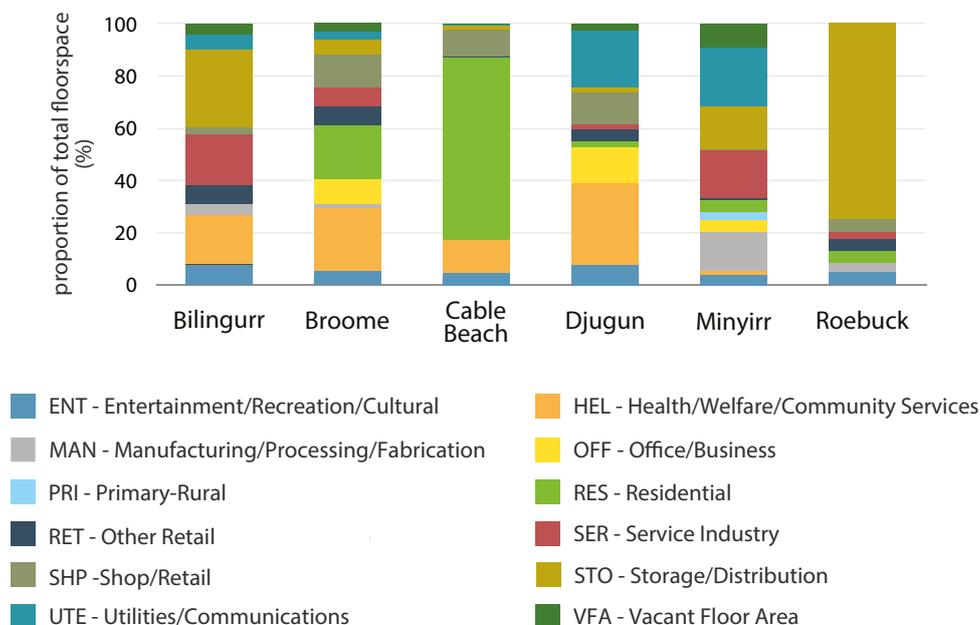
## 3.2 Land Use

In 2019, the residential PLUC accounted for the highest share of floorspace, at 24 per cent or 122,541m<sup>2</sup>. This was followed by health/welfare/community services at 94,245m<sup>2</sup> (19 per cent) and shop/retail at 48,342m<sup>2</sup> (10 per cent) (Figure 3).

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. Private dwellings are not included in the residential PLUC, as residential zoned land does not generate employment and is therefore not included in the survey.

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.

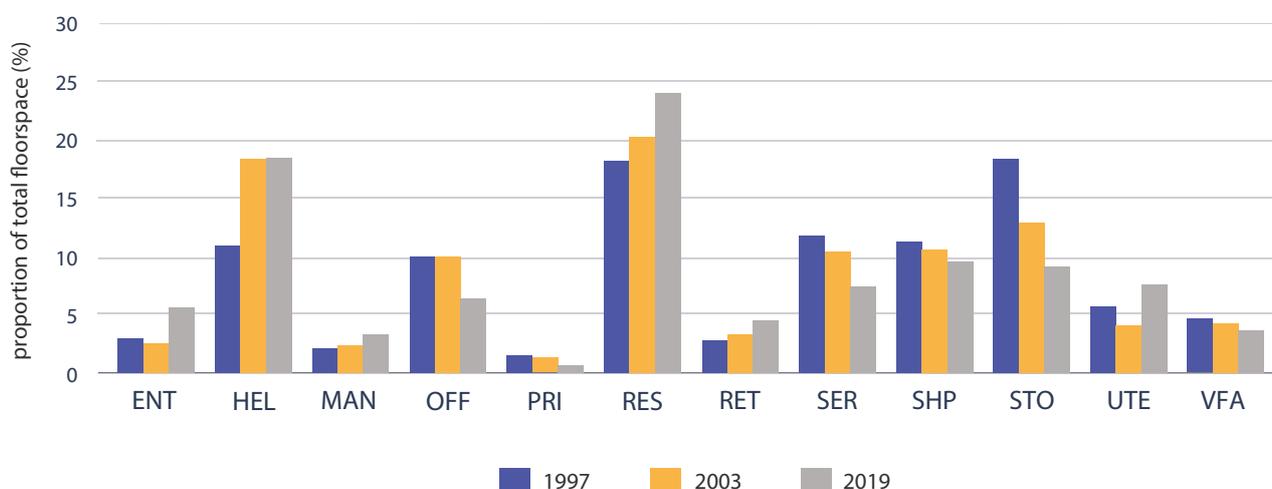
Restaurants and cafes within hotels and resorts accounted for most of the 10 per cent share of floorspace in the shop/retail PLUC. Other uses including supermarkets and jewellers added to the amount of floorspace recorded under shop/retail.



**Figure 3: Floorspace by suburb and PLUC, 2019 Broome LUES**

Figure 4 shows changes in the share of land uses across the Shire from 1997 to 2019. Storage/distribution has undergone the highest degree of change in relation to its share in total floorspace. In 1997, storage/distribution accounted for 18 per cent of all floorspace in the survey area, compared to 13 per cent in 2003 and nine per cent in 2019. Office/business, service industry and shop/retail have also experienced decline in the overall share of floorspace across the Shire. From 1997 to 2019, the share of total floorspace for service industry dropped by five per cent while office/business fell by four per cent.

In contrast, land uses within the health/welfare/community services and residential PLUC have experienced the highest increased in share of floorspace. Health/welfare/community services grew the most at eight per cent from 1997 to 2019. Within the same period, residential land uses grew by six per cent.



**Figure 4: Comparison of floorspace by PLUC, 1997, 2003 and 2019 Broome LUES**

### 3.3 Employment

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 office/business with 16 per cent (1,074 persons).

Figure 6 indicates that employment is primarily focused in the suburb of Broome, followed by Djugun and Minyirr. It is to be expected that the suburb of Broome contains the largest share of employment given that it also contains the largest share of floorspace in the three highest employing land uses.

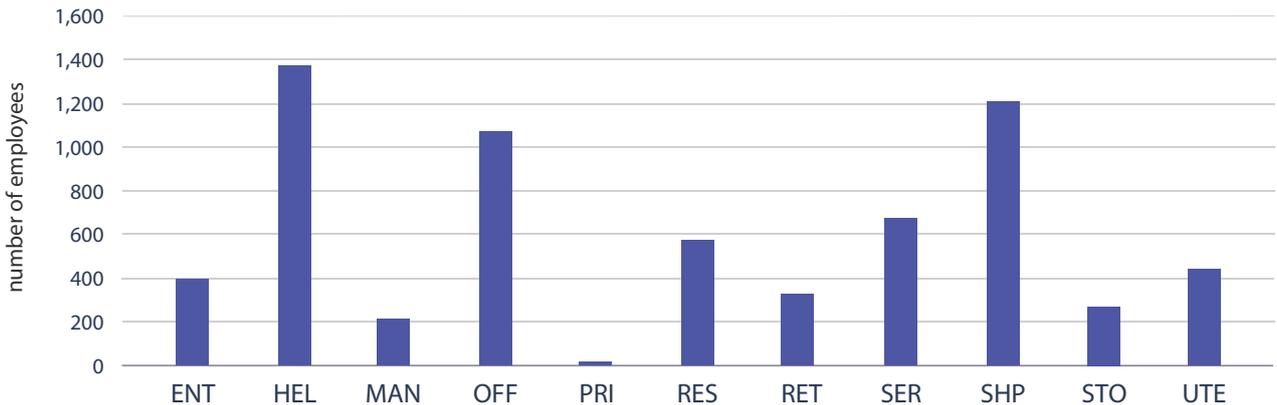


Figure 5: Employment by PLUC, 2019 Broome LUES

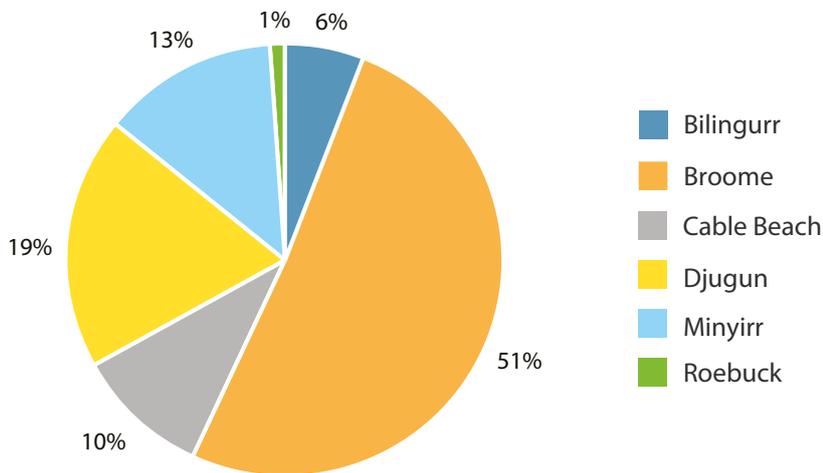


Figure 6: Employment distribution by suburb, 2019 Broome LUES

Between 2003 and 2019, employment in the Shire grew by 85 per cent. Office/business experienced the largest decrease in the share of total employment, falling from 30 per cent in 1997 to 2003 and 16 per cent in 2019. In the same period, shop/retail also recorded a decline in the share of employment, falling from 23 per cent to 18 per cent. Health/welfare/community services experienced the highest increase in the share of total employment, from 10 per cent (375 persons) in 2003 to 21 per cent (1,378 persons) in 2019.

The survey revealed 64 per cent (4,260 persons) of employees in the Shire 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. The health/welfare/community services PLUC includes uses such as schools and hospitals, which are often characterised by high full-time employment. Shop/retail contains uses such as eateries, supermarkets and small retail stores, mostly hiring part-time employees. The split of full and part time employment has remained relatively constant throughout the survey years, with part and full-time employment varying only by 3 per cent.

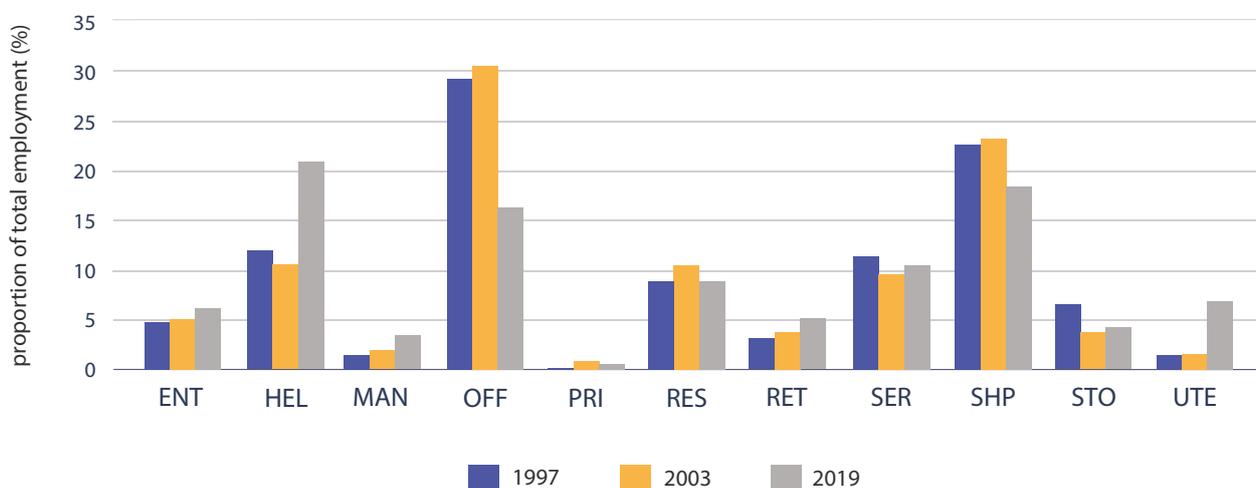


Figure 7: Proportion of total employment by PLUC from 1997 to 2019, Broome LUES

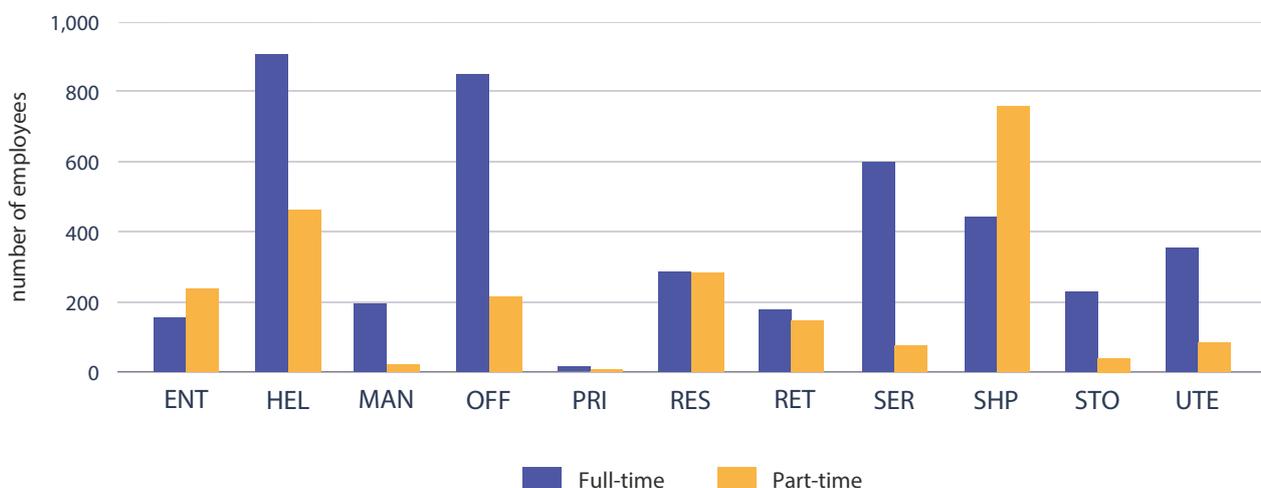


Figure 8: Full-time and part-time employment by PLUC, 2019 Broome LUES

## Appendices

### Appendix A – Planning Land Use Category (PLUC)

#### PRI – Primary-Rural

Land use activities which usually involve the use of large areas of land, including mining, agriculture, fishing and nature conservation. The function of many of these activities is to make use of, or extract from, the land in its natural state. Since such activities are the first step in the production process they are quite distinct from the other categories.

#### MAN – Manufacturing/Processing/Fabrication

This category includes land use activities involving the manufacture, processing and fabrication of all general goods. Both the scale and associated environmental impact of these activities separate them from other land use categories.

#### STO – Storage/Distribution

Any land use activity which involves the storage, warehousing or wholesaling of goods usually conducted from large structures, or involving large bulk goods, but does not include activities that attract the general retail trade activities.

#### SER – Service Industry

This category includes service industries offering a range of services. The scale and environmental impact of such activities require their separation from other land uses. These services include film processing, cleaning, motor vehicle and other repair services, and other servicing activities, including some construction activities.

#### SHP – Shop/Retail

Any activity which involves the sale of goods from a shop located separate to, and/or in, a shopping centre other than those included in Other Retail.

#### RET – Other Retail

Many of these activities are not normally accommodated in a shopping centre. By virtue of their scale and special nature the goods of these activities separate them from the Shop/Retail category (e.g. car sales yard, carpet showroom).

#### OFF – Office/Business

Administrative, clerical, professional and medical offices are activities which do not necessarily require the land area/floor space or exposure of other land uses. Although offices require building and parking facilities, these needs are quite distinct from those of commercial uses and service industries.

#### HEL – Health/Welfare/Community Services

Includes government, government subsidised and non-government activities, which provide the community with a specific service, such as hospitals, schools, personal services and religious activities.

#### ENT – Entertainment/Recreation/Cultural

Activities which provide entertainment, recreation and culture for the community and which occur in buildings and/or on land, such as passive and active sports venues, museums, amusements and gambling services.

#### RES – Residential

Includes all types of residential land use ranging from single housing to nursing homes for the aged, residential hotels, motels, other holiday housing, institutions and religious housing.

#### UTE – Utilities/Communications

All forms of local, state national and international communication, transportation and other utilities (e.g. electricity, gas, water, sewerage, roads, parking and other transport or communications related activities) covering the public and private sectors.

#### VFA – Vacant Floor Area

This category accounts for vacant floor areas of buildings, including both non-residential and residential.

#### VLA – Vacant Land Area

Includes land which has not been improved by development and remains unused.