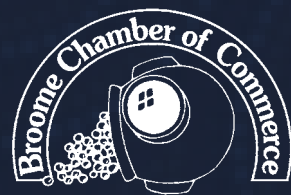
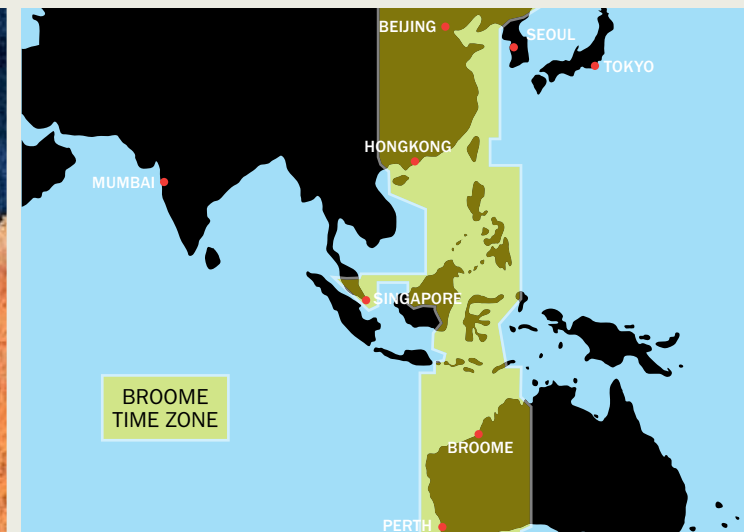
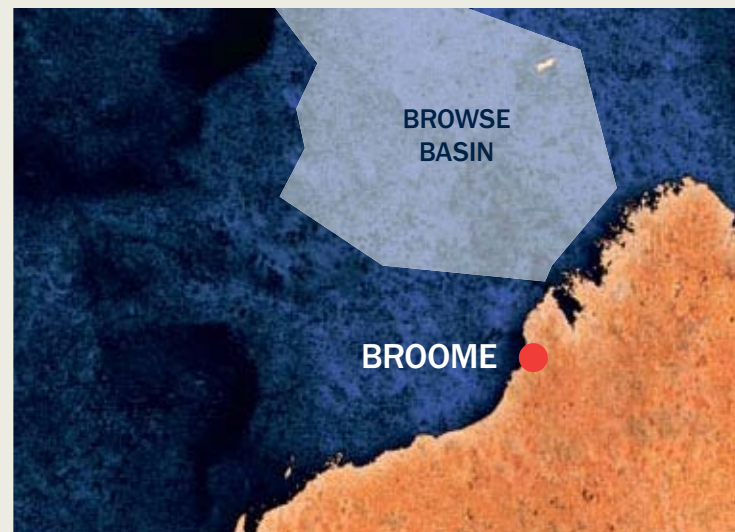


BROOME A GREAT PLACE TO LIVE AND WORK



BROOME GATEWAY TO THE NORTH WEST AND BROWSE BASIN



Welcome to Broome, gateway to The Kimberley. A town that is unique and colourful, cultured yet untamed. As one of Australia's most eclectic resort towns, Broome sits alongside Noosa, Byron Bay and The Great Barrier Reef as an icon of Australia's leading tourist destinations.

Holidaying or residing here is an experience that captures tropical, coastal living – a blend of Asian inspired history, adventure, sophistication, charm and outback spirit.

To many, Broome is a fabulous tourist destination, with a great lifestyle, balmy weather, unique pioneering history, pearling industry and entry point to the Kimberley.

Yet there's a lot more to Broome than just tourism. Broome is an exciting and vibrant commercial centre with an active and ever strengthening business environment. Equally important, it is fast becoming a location of choice and is seen as an attractive place to live and raise a family.

The sense of community and social fabric of the town is as diverse as any other major regional city in Australia – however without the hustle and bustle, the traffic jams, pollution and noise - all detrimental to quality of lifestyle.

Broome is quaint, it is eclectic, a melting pot of people, ideas, arts, sports and recreational activities that are shaped by a sense of place, magnificent coastline and unique tropical environment.

BROOME MORE THAN JUST TOURISM

Broome is on the move. Tourism and the pearling industry have always been the backbone of the local economy but today, oil, gas, mining, aquaculture, agriculture and retail are opening up a bright new future.

The North West and especially Broome as a central hub, is today becoming a destination of choice for industry and commerce and for families to live and work.



An agreeable climate, friendly charm and way of life has attracted a blend of Australians from all over this big brown land – from sea changers to backpackers, from families and retirees, to artists and millionaires.

People who enjoy all that Broome has to offer with an abundance of sunlight and warmth all year round.

People who recognise the value of a unique and wonderful lifestyle in a pristine and colourful environment. People who were just passing through but never left and families who came to capitalise on a better way of life that the future oil, gas and mining industry will provide and underpin for years to come.

Families need stability and a future for their children – these industries will be just the catalyst to attract this segment and also to further enhance Broome as a wonderful place to live.

Alternative centres in the North West like Karratha and Port Hedland also service these industries, but none capture the imagination more than Broome.

The fact that it is already one of Australia's favourite destinations with a wonderful sense of history, a charming town, stunning coastline and turquoise beaches.

A place with unique links to a pioneering past – a quaint, compact town with boutique shopping, discreet alleyways, outback style pubs and world class resorts and restaurants – everything is within 10 minutes travel.

Broome International Airport, one of the busiest regional airports in Australia, provides regular services to Perth, Darwin, Adelaide, Melbourne, Sydney and Brisbane with connections onto overseas destinations. Qantas, Qantas Link, Skywest, Virgin Blue and Airnorth provide air services catering to a range of clients.

With so much business today conducted on a global scale, being in the same time zone as many of our trading partners in Asia is very convenient for business.

The Browse Basin lies 240 nautical miles offshore from Broome and gives the town the advantage of 'proximity'.



There's no better place to be based and to take advantage of all that Broome offers. Servicing offshore facilities; utilising an ever increasing local infrastructure, of light and heavy industry, reliable power services, fuel supplies, daily freight transport, postal services, telecommunications; skilled workforce, professional services from hospitals to law firms, accountants, banking services and supportive Government Agencies.

In business or industry, the welfare of staff is paramount – a happy workforce is a productive workforce.

As a central hub for staff, workers, senior executives and families, Broome already has the infrastructure in place and one that can only get better with an increase in business and population.

Being based in Broome makes more than just economic sense – we all know the associated problems with today's fly in, fly out option – this is often the only choice when industry is located in an isolated area away from amenities and general civilization – this is definitely not the case with Broome.

Imagine the savings in reducing fly in/fly out services, not only in money but in time – creating a happier workforce with less fatigue from frequent hours in the air and the stress of being away from family for longer.

Broome really is the North West's destination of choice.

BROOME A COLOURFUL HISTORY

Originally founded as a pearling port over 100 years ago, Broome now finds itself inheriting a unique multicultural heritage from those pioneers that came to make their fortunes.



Native Aborigines, Malays, Filipinos, Japanese, Chinese and Europeans have all blended to create a faboyant personality that is uniquely Broome.

One soon recognises this with a quick wander around the town, especially within Chinatown and various names and landmarks that pay homage to William Dampier – navigator, explorer, buccaneer - and discoverer of this area and the Kimberley coastline.

Dampier's journals led to the discovery of the area's rich pearl beds around Broome that led to the boom in the industry and eventually the selection by John Forrest in 1883 of a site in Roebuck Bay, near 3 native wells that was to become the town site of Broome.

By 1898, Broome was known as the 'Queen City of the North' due to pearling. It was also the principal cargo port for North Western Australia; and by the First World War, was second only in size to the port of Fremantle.



Through a series of boom and busts in the pearl trade, including two world wars and a Japanese attack in 1942, the town languished before the cultured pearl industry and quality of Broome's 'South Sea Pearls' saw a resurrection and revival of the town. People and families were returning to make Broome their home.

Today tourism, mining, oil and gas, retail, construction, agriculture and aquaculture are helping turn Broome and the Kimberley into Western Australia's second fastest growing regional population.

BROOME. FAMILIES BUILT THE NORTH WEST.

From the Duracks to the Streeters and Male families, wherever you go in the world, there is always a great sense of family history in every region.



The Kimberley and Broome is no different. It is human nature to envisage a dream, to go on a journey of adventure, to create a dynasty of achievement and in doing so, put down roots of family and place.

The pioneering days are over, yet the essence of securing a home, family and livelihood has never changed and Broome is as good a place as any to achieve this goal.

With an infrastructure equal to that of any comparable town in Australia, Broome's location on the southern tip

of the Dampier Peninsula, nestled between the Indian Ocean's famous Cable Beach and shoreline of Roebuck Bay make this a rather attractive location.



Renowned for beautiful weather, especially in the winter months, Broome is known for its laid back, outdoor lifestyle, eclectic yet modern town and a wealth of tourism based attractions and community services.

Here is a place with a thriving infrastructure supporting an active business environment, a variety of employment opportunities, clubs and organisations and is an especially appealing place to live and raise a family.



Perhaps the fact that Broome has no traffic lights, yes we do have tar-sealed roads – gives a hint of just how nice living here can be – 'rat race' is not part of the vocabulary up here, but 'Broome time' is! A relaxed vibe, colourful lifestyle and vibrant landscape make Broome a mecca for artists, writers and musicians.



Eco resorts, 5 star hotels, lodges, themed restaurants, tropical plants, white sand beaches, crystal clear turquoise waters and magnificent sunsets make you feel like you are on holiday every day.

Shop in airconditioned comfort at Woolworths, Coles, Target, Best 'n Less and a myriad of specialty stores and clothing boutiques in 2 malls. National brands like Dick Smith, Prouds Jewellers, OPSM, Retravision, Just Jeans, Rockmans and Best Buy Electrical are all here. Socialise in an array of cafes, restaurants, the unique Matso's Brewery, pubs, bars and clubs.

Broome is known as a pearling town and is home to jewellery designers and manufacturers who incorporate South Sea Pearls, Argyle Diamonds, Kalgoorlie gold and other precious stones in a wealth of designs.

We've even got our very own Chinatown and Australia's oldest (90 years young) outdoor picture theatre.



Broome has an excellent range of commercial, health and community services – doctors and dentists, Broome Regional Hospital, public and private child care facilities, Family Support Association, major denominational Churches, Public Library and the soon to be built, Shire of Broome Arts and Cultural Centre.

3 State Primary Schools, St. Mary's Private Primary School, State Senior High School, Kimberley TAFE, Police and Community Youth Centre, University of Notre Dame, Scout and Navy Cadets.

Catering for the Arts are private galleries, Kimberley Youth Theatre, School of Music, Theatrical Dance Groups, Opera Under the Stars, Music Concerts for young and old, exhibitions and specialty events.

Over 50 clubs offer a wide range of sports and activities from football, cricket and golf to yoga, photography and gardening. The Annual Shinju Matsuri Festival, Dragon Boat Racing, specialty shows and concerts and The Broome Cup are eagerly awaited each year.

BROOME A VITAL LINK FOR THE NORTH-WEST

Broome is a leading commercial centre, major deep water port, International airport for Western Australia's North West and being close to the Browse Basin makes an ideal location for rig servicing and supply logistics.

Frequent, direct flights to Perth (2.2 hrs), Melbourne/Sydney (4.5 hrs) and onto Brisbane (5.5 hrs) make Broome the central hub for future developments.

The WA State Government has just approved James Price Point, 60 kms to the North of Broome, as a suitable location for a future LNG Plant. Over 350 people are

already directly employed in supporting 6 major oil and gas operators in the area. At least another 1,000 personnel fly in/fly out to service the rigs and their support services. An additional 350-400 personnel are expected to want to live in Broome during the construction and operation of the proposed LNG Plant.

The Port of Broome is currently being used as a major supply base – with deep water access and jetty extension, it is surely the region's premier supply base.



Broome's rapid expansion is resulting in business growth making the role of the Broome Chamber of Commerce a vital one. Resources, tourism and primary industry are emerging as forces driving this growth.

Finding a balance and sustainable outcomes for all industries is paramount, and the Broome Chamber of Commerce is the only organisation in a position to bridge the gaps between these industries, provide information to all and be the balanced voice amongst many competing interests.

It provides an important network for dissemination of information about industry development to its Members. It also acts as a lobby group to local, state and federal government and provides a growing suite of resources to improve the business environment for all members.

The Kimberley Economic Forum is an initiative of the Broome Chamber of Commerce.

Please visit our web site: www.broomechamber.com.au

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Over 50 community organisations contribute to the Broome lifestyle and offer hobbies and leisure activities for all age groups across a diverse range of interests.



Football, touch, soccer and cricket
Tennis and Squash
Golf and lawn bowls
Fishing
Turf racing
Hash House Harriers
Martial arts, gymnastics and gymnasium
Little Athletics
Swimming and Surf Lifesaving
Beach Volleyball

Motocross
Touch football
Yoga
Netball
Photography
Gardening
Multicultural
Wildlife rescue and carers
Dancing and Bootscooting
Youth activities

Theatre and Performing Arts
Play groups
Lions, Rotary and RSL
Lioness and CWA
Speedway

MAJOR EVENTS

Kimberley Economic Forum
North West Expo
Opera under the Stars

FESTIVALS

Shinju Matsuri
Kullari Naidoc Festival
Worn Art & Be Active
Worn Art
Childrens Week
Mango Festival
Kimberley Writers Festival
Broome Race Round