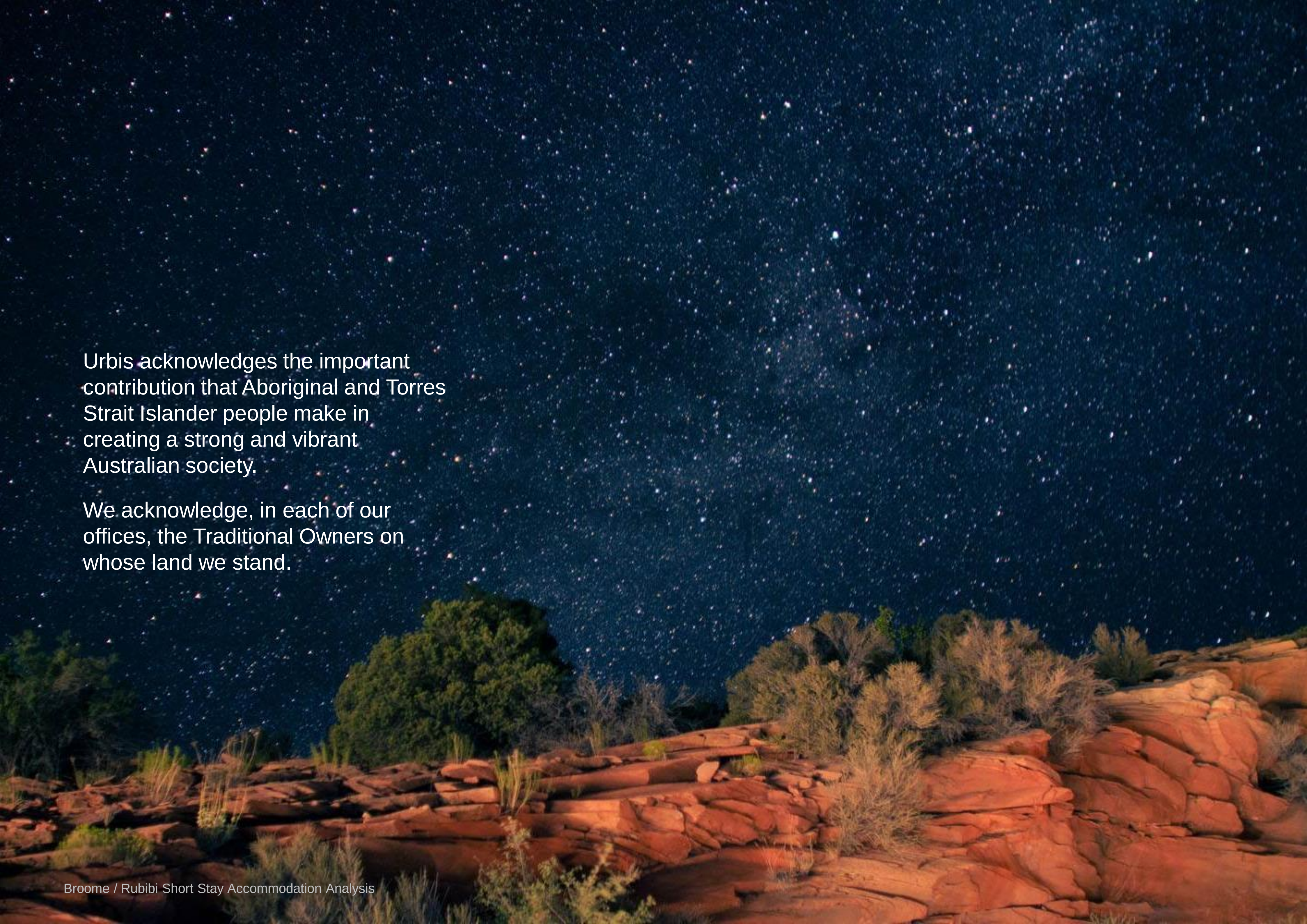
URBIS

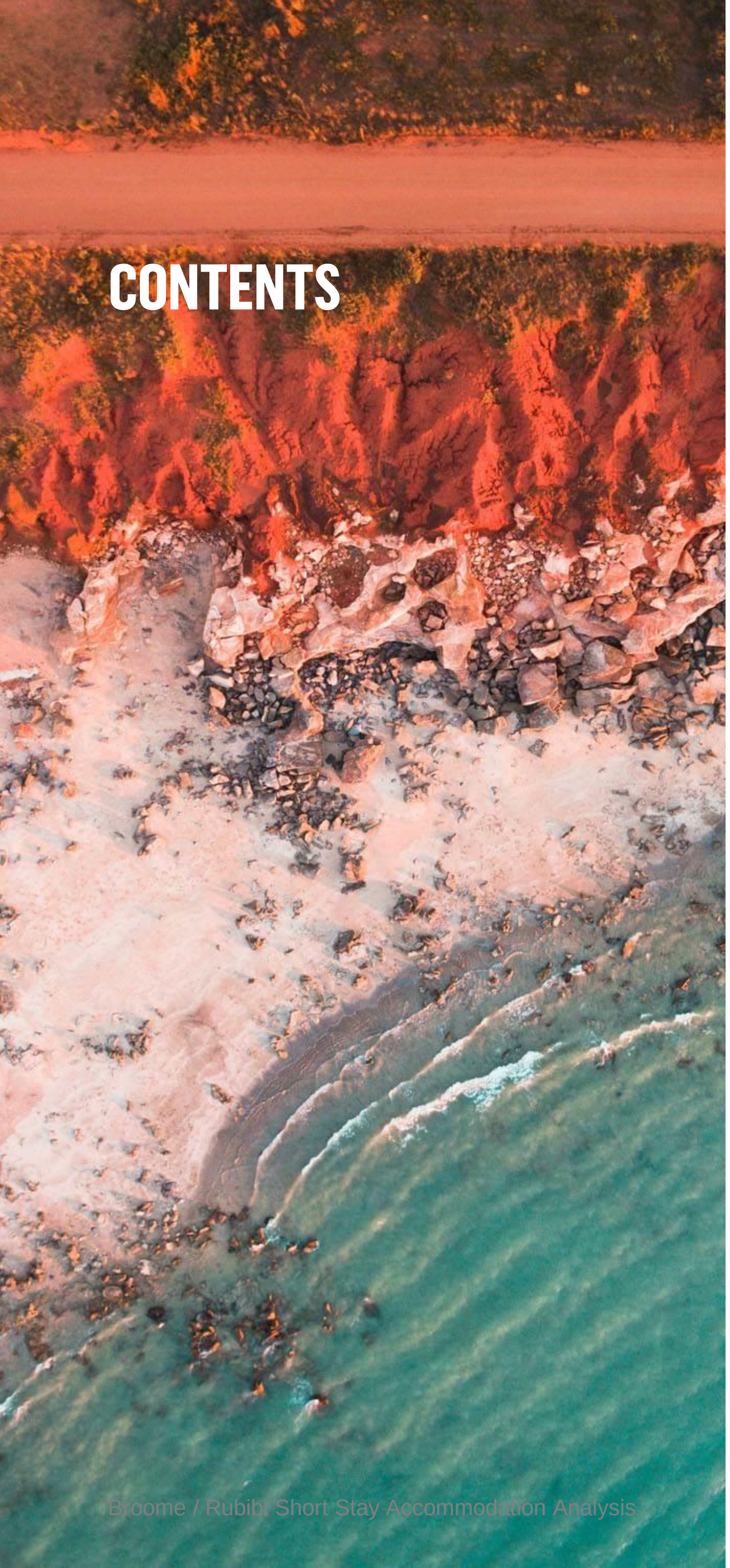
BROOME / RUBIBI SHORT STAY ACCOMMODATION ANALYSIS

Prepared for Tourism WA
February 2024



Urbis acknowledges the important contribution that Aboriginal and Torres Strait Islander people make in creating a strong and vibrant Australian society.

We acknowledge, in each of our offices, the Traditional Owners on whose land we stand.



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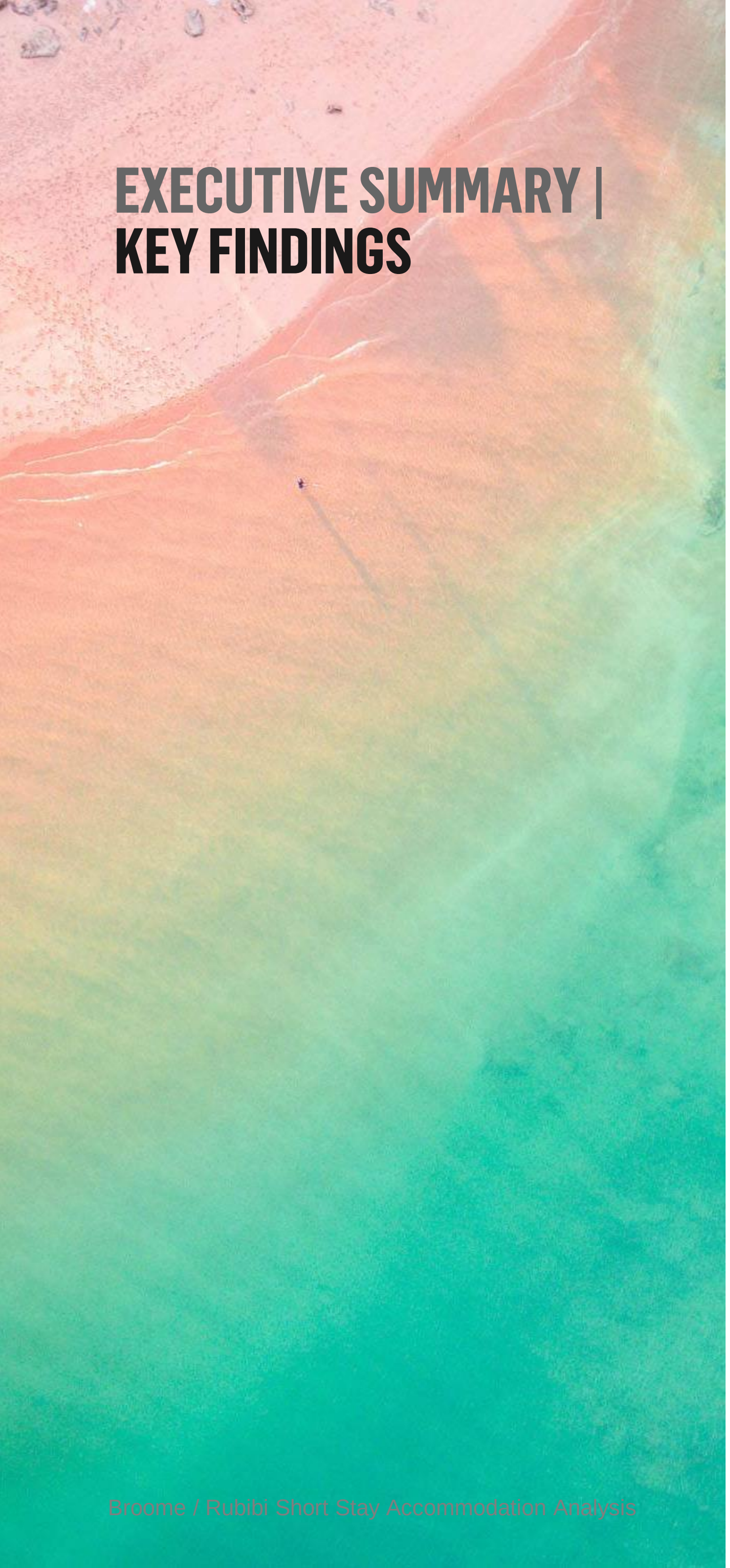


EXECUTIVE SUMMARY | KEY FINDINGS

Broome has recently seen increased demand for short stay accommodation product, with a surge of domestic demand during the pandemic and sustained growth post-pandemic. There has however, been no market response to increase the accommodation supply, with the most recent development being the 72-room Kimberley Sands which opened in 2009.[1] The last major renovation was the Cable Beach Club, which was completed in 2016. No major developments or renovations have occurred since.

High construction costs, risks of investing in a regional and seasonal market, uncertainties around workforce supply, limited understanding of the demand situation and market gaps, and a lack of knowledge of the Broome area were identified as reasons why there has been no market response to the need for additional short-stay accommodation in Broome.

Against this backdrop, a housing shortage has resulted in increased pressure on housing in Broome, which is impacting the availability of the workforce to operate existing short stay accommodation.

In order for Broome to maintain or improve its position as a sought-after tourism destination in WA, new investment is needed. This is significant for the future of Kimberley tourism as well given Broome plays a pivotal role in cruise and land-based tours and self-drive trips, functioning as the major arrival and departure point for the region.

HIGH AND INCREASING TOURISM DEMAND

Assessment of Broome's short-stay accommodation supply and performance, and scenario modelling indicates there is potential for significant future growth in visitor nights if additional accommodation is developed. A base case scenario, which adopts State and national growth forecasts as a benchmark, puts this at approximately 573 additional rooms required in Broome over the next decade to 2034, with an additional 155 employees also required to operate this accommodation.

To evaluate constraints in future supply growth, an alternative scenario (which assumes increasing occupancy rates), estimated additional observable need at 170 rooms by 2034.

HIGH END / LUXURY MARKET GAP

The key market gap identified through scenario modelling and benchmarking with similar tourist destinations was demonstrated to be in the high end / luxury market. The global luxury travel market, valued at US$1.37 trillion in 2023, is projected to grow at a CAGR of 6.7% from 2024 to 2030[2].

As such, luxury hotels are forecast to increase to 7.6% of global hotel supply with 1.7 million rooms projected by 2033, as supply catches up to growth in demand.[3]

An analysis against benchmark locations revealed a stark lack of premium and ultra premium offerings – two establishments in Broome versus 26 and 19 in Port Douglas and the Palm Cove Area respectively.

Ageing of existing short stay accommodation product and increased demand for luxury cruises were also important factors in determining this.

[1] Kimberley Sands Resort and Spa was named Pinctada Cable Beach Resort & Spa prior to 2019
[2] Source: Deloitte Access Economics, Grand View Research (2023)
[3] Source: JLL (2023)

EXECUTIVE SUMMARY | KEY FINDINGS...

STAKEHOLDER ENGAGEMENT

Engagement with key stakeholders indicated broad support for new accommodation and a number of key challenges.

The seasonality of the Broome tourism market was identified as the key factor that defines success of nearly all tourism activity. With a season of April-September and a peak of June-July, the length is much shorter than similar latitudes on Australia's east coast. The short season makes it difficult to justify investment in new built products.

A number of cruise operators indicated that a key gap in the accommodation market was at the high end / luxury positioning. The current higher rates of individual bookings (FIT bookings) contributes to a lack of reserved capacity from accommodation providers. Demand from large groups for short stays and over the peak period also creates significant difficulties for accommodation providers to meet demand.

SITE SELECTION

A long list of potential accommodation sites was identified through consultation with the client team, steering group and through desktop investigation. These sites were viewed at a site visit with the Urbis team and client representation.

SITE SHORT LIST

A short list of five sites was refined from the long list following the site visit and profiling of each site in consultation with Tourism WA.

MARKET SOUNDING / ENGAGEMENT

Market sounding was undertaken with six high end accommodation operators / developers. The short-listed sites were presented and discussed to determine the attractiveness to the market. Sites within the Cable Beach tourism precinct were rated as the best locations for higher end accommodation due to the prestige and reputation of the area. Broome Camp School was considered the ideal site for luxury accommodation by all groups consulted, with Cable Beach Triangle also considered highly attractive for this accommodation type. Murray Rd was also considered an attractive site, however given the access to Cable Beach is across a road this site was considered better suited to high end accommodation rather than luxury.

Key challenges noted for developing new short stay accommodation in Broome were:

- Identifying a developer with the capacity and funds to take a challenging project;
- Costs of development – construction of cyclone-rated built product, holding costs, securing finance, approvals; and
- Gaining community support.

De-risking the development process through this study was highly regarded as a strong step forwards to development of new short-stay accommodation.

SITE OPTIONS ANALYSIS | LONG LIST

EXECUTIVE SUMMARY |
KEY FINDINGS...

PREFERRED SITES IDENTIFIED

This list was further refined using a multiple criteria to rank the preferred sites with a view to identifying two sites for feasibility testing.

The top three sites were:

- Broome Camp School;
- Cable Beach Triangle; and
- Murray Road.

While Broome Camp School was identified as the top preferred site, discussions initiated with the land owner, the Department of Education, indicated that at present it was premature to develop a business case for this site as a process to determine the value of selling or leasing the site and identifying a new equivalent site to move the camp school functions to needed to undertaken first. Notably all the short-listed sites had high potential for development for short-stay accommodation and if additional sites are sought in the future they should be considered.

1 CABLE BEACH TRIANGLE
2 MURRAY ROAD
3 BROOME CAMP SCHOOL

INTRODUCTION

BACKGROUND

In recent years Broome has gained popularity as a tourism destination for intrastate, interstate and international visitors. Colloquially known as the 'new Bali' Broome became a key tourist destination for intrastate visitors during the period when WA's borders were closed. This increase in interest and limited supply of local workers, disruptions to airline travel and supply chain delays, alongside a weaker Australian dollar against many foreign currencies, have resulted in anecdotal evidence that once borders opened again the tourist market in Broome has been under significant pressure to meet tourism demand.

To quantify the current performance and future potential of the tourism market in Broome and ground-truth the anecdotes with sound data Tourism Western Australia have appointed Urbis to undertake analysis of tourism accommodation in Broome.

APPROACH

Analysis of the Broome tourist accommodation sought to understand:

- Why tourists choose to visit Broome;
- Current and projected demand for tourist accommodation;
- Gaps in the accommodation market; and
- Potential of development sites within Broome to meet these identified gaps.

The analysis was undertaken using a combination of desktop research, demand modelling, tourism market stakeholder engagement, market sounding, site visits and assessment, site design and feasability.

REPORT STRUCTURE

This report is structured as follows:

- **Page 8 - Demand Drivers**: Analysis of economic, investment, population and visitation trends and attributes.
- **Page 20 - Accommodation Demand**: Analysis of short stay accommodation trends, attributes and market gaps.
- **Page 32 - Market Opportunity**: Identification of key tourism accommodation market opportunities.
- **Page 36 - Site Options Analysis:** Assessment, comparison and ranking of identified site options suitable for the identified market opportunity.
- **Page 46 - Appendices:** Additional data, engagement outcomes, definitions and other supporting evidence.

01

DEMAND DRIVERS

KEY INSIGHTS

1. **Steady historical growth.** Visitor nights experienced a strong growth period from 2010 to 2014 with a stabilisation to larger visitation volume in the following five-year period to 2019. On average, steady long-term growth has been demonstrated.

2. **Increased visitor nights indicates an opportunity to expand the tourism offer.** Without sufficient accommodation the opportunity could be missed as tourists go to alternative destinations instead

3. **More accommodation is rented dwelling / guesthouse.** This indicates that AirBNB and similar booking sites have enabled an increased number of Broome dwellings to be used for tourist accommodation to meet the increased demand.

4. **Emerging drivers for temporary workforces, business and leisure travel.** Upcoming planned major projects in Broome and the surrounds, as well as investment in tourist infrastructure, and an increase in cruises, are expected to continue to drive accommodation demand in the future.

DEMAND DRIVERS | PROJECT CONTEXT

OVERVIEW

Located in the Kimberley Region on Yawuru land, around 1,700 km north-east of Perth and 1,100 west of Darwin, Broome / Rubibi is a coastal town located on a peninsula which has long-been popular with intrastate, interstate and international tourists.

The 22 km long west-facing Cable Beach is the most iconic tourist location in Broome. The pearling industry drove development of the town in the late 1800s, with the town gaining momentum as a tourist destination in the 1980s, following significant private investment into tourism infrastructure.. A wide range of accommodation types from caravan parks to 5-star resorts are now spread throughout the town, with a number of large resorts within walking distance of Cable Beach and Town Beach. Some of these were originally developed in the 1980s.

DEMAND DRIVERS | VISITOR PROFILES

BROOME'S STRENGTHS AND WEAKNESSES AS A COMPETITIVE TOURIST DESTINATION

WHY BROOME?

- Relaxing beach escape with iconic status
- Resorts
- Natural environment and warm weather
- Symbol of adventure, portal to outback wilderness
- Unique icons – camel rides, beach sunsets
- Gateway to Kimberley tourist destinations
- Direct flights from Perth and interstate
- Accommodation perceived as high quality
- Luxury style accommodation most preferred

WHY NOT BROOME?

- Accommodation not always value for money
- Cost of flights perceived to be too high
- Not enough to do there to make it worth the trip
- Service and opening hours not always offering a good experience
- Lack of things to do in the evening
- Competition from overseas destinations
- Information about activities not always accessible

Source: Tourism WA

DEMAND DRIVERS | TOURISM CAMPAIGNS

KEY FINDINGS

There have been three recent tourism campaigns and incentives to attract people to the Kimberley region, including Broome.

To capitalise on the lack of international travel options for Australians during the 2020-22 Covid-19 pandemic, the "Wander out Yonder" campaign intended to encourage travel throughout WA, with Broome, Kimberley & Beyond among the distribution partners. Strong domestic visitor nights in Broome during 2021 and 2022 despite ongoing Covid-19 disruption suggests positive tourism outcomes from targeted campaigns such as this.

The "Walking on a Dream" campaign is focused on capturing a robust share of a gradually rebounding international visitor market for all of WA. Broome is positioned to benefit from the international exposure received by WA and expects a positive boost in 2023/24 visitor nights as a result of this campaign.

Targeted incentives have been provided for the Kimberley region with the "Step into a Dream in the Kimberley" campaign, with the Broome Visitor Centre exhausting its allocation, encouraging visitors to travel to the region in the April to September 2023 travel period.

Historically, there has been numerous successful campaigns, including the "Characters of the Kimberley" which ran from 2011-2014 and increased awareness for the region and saw considerable growth in the industry.

KEY TOURISM CAMPAIGNS

WANDER OUT YONDER – 2020-21 (DOMESTIC)

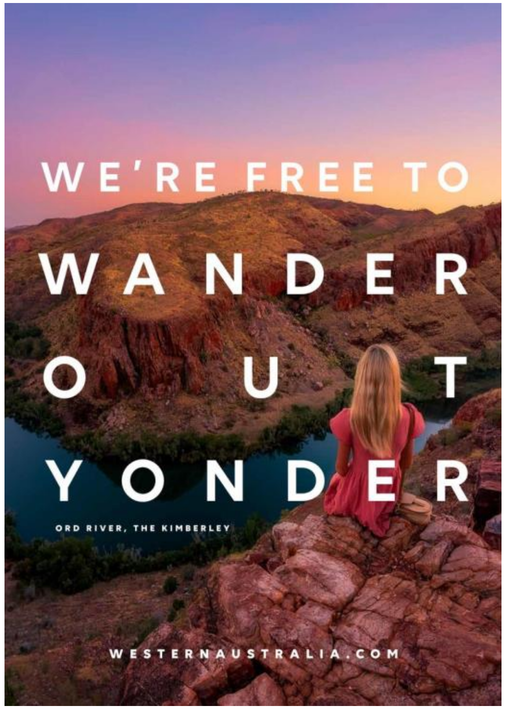
This was a $12 million tourism campaign to initially encourage intrastate and then interstate tourism to WA. The campaign includes partnerships with airlines and retail travel brands, offering WA travel itineraries to all regions and destinations, from Cable Beach in the Kimberley to Margaret River in the South-West.

WALKING ON A DREAM – 2023 (INTERNATIONAL)

Walking on a Dream is a $15 million global campaign to boost tourism in WA. The campaign features key destinations within WA including the Ningaloo Reef, the South West, Perth and the Kimberley. The campaign includes print and digital media launched nationally and in 11 overseas markets.

STEP INTO A DREAM IN THE KIMBERLEY – 2023 (ALL VISITORS BOOKING TOURS)

As part of the $6 million Tourism Flood Recovery Package, the State Government has committed $500,000 to encourage more visitation to the Kimberly with half-price tours and experiences available through the Broome and Kununurra Visitor Centres. Tourism operators will receive an additional $1 million in additional bookings. There has also been a partnership with Virgin Australia to deliver 19,000 new affordable airfares from Perth to Broome and Kununurra.



DEMAND DRIVERS | ECONOMIC AND POPULATION DRIVERS

KEY FINDINGS

Higher than historical levels of planned investment in the next three years are likely to drive increases in economic activity and population growth at a higher rate than the steady growth seen over the last two decades.

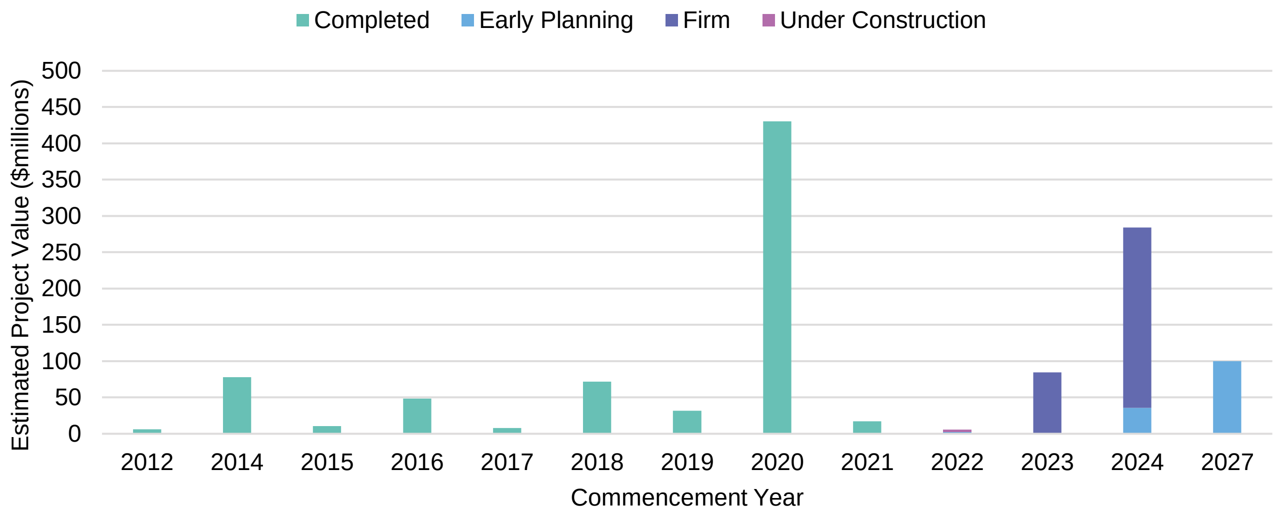
Planned projects such as the Kimberley Marine Offloading Facility and Cable Beach Foreshore Redevelopment are expected to require significant construction-phase employment and provide additional ongoing employment directly and indirectly. Large spikes in 2020 followed by 2024 are primarily driven by the commencements of the Broome North / Warranyjarri Estate residential development and the Marine Offloading Facility respectively.

Accommodation will be needed for temporary construction workforces. Often tourist accommodation is rented long-term in regional towns to accommodate temporary workforces where the projects are within convenient driving distance for the workforce and alternatives in the private rental market are not available. Given there is currently a less than 1% vacancy rate in the Broome private rental market[1], workers camps and tourist accommodation are likely to be used for worker accommodation to ensure the economic benefits of these projects can be realised.

This has potential to put additional pressure on some types of tourist accommodation (low – mid market) in Broome and may subdue interest in prospective visitors if accommodation cannot be accessed when convenient.

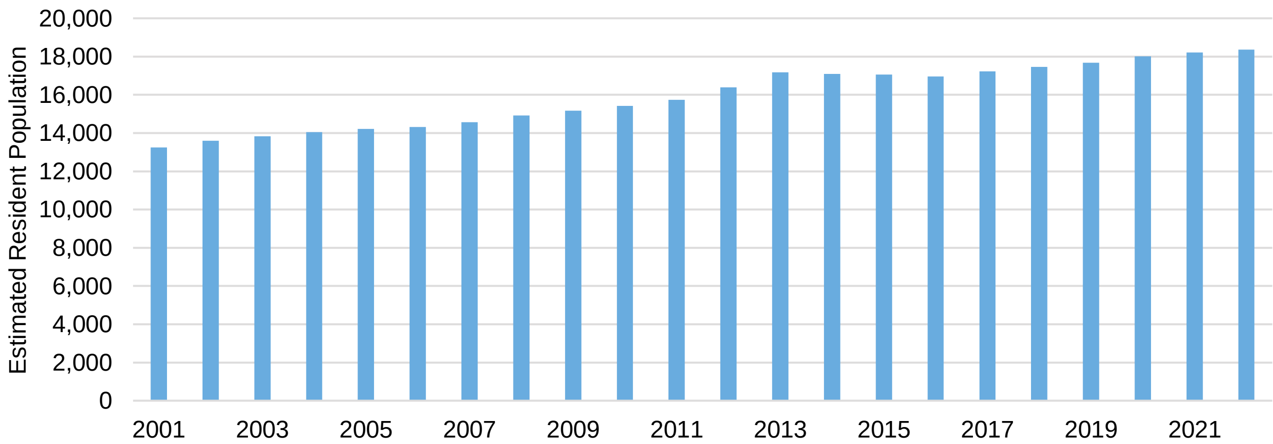
1. SQM Research

MAJOR PROJECTS BY COMMENCEMENT YEAR, SHIRE OF BROOME, 2012-2027



Source: Urbis, Cordell Connect
**Note: only major projects (greater than $2,500,000)*

POPULATION (ERP), SHIRE OF BROOME, 2001-2022



Source: Urbis, ABS
Note: ABS Estimated Resident Population (ERP) measure used. See glossary for further details.

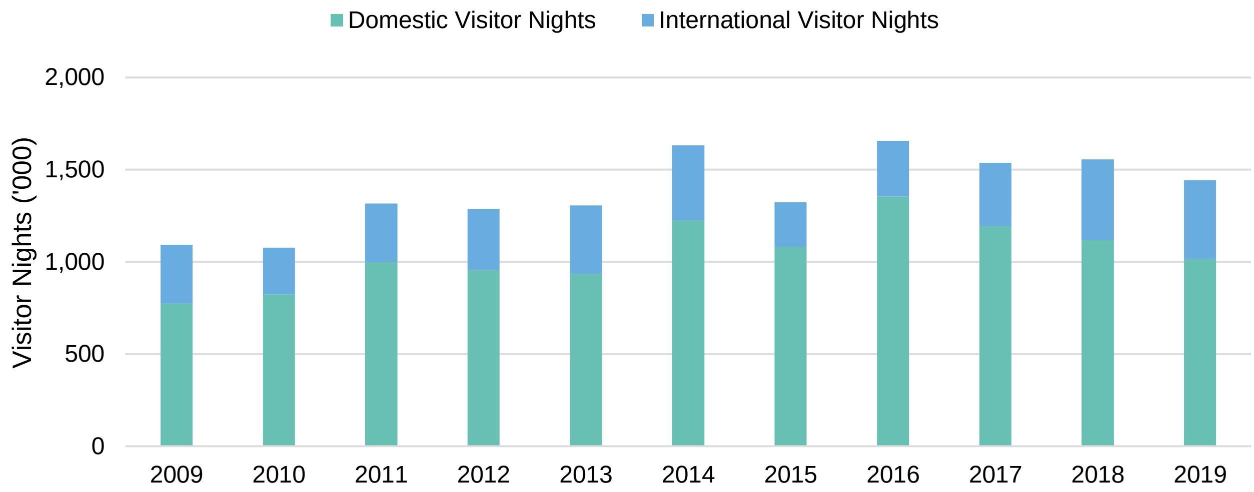
DEMAND DRIVERS | VISITOR MARKET

KEY FINDINGS

Visitor nights in Broome have grown 32% in the 10 years to 2019, despite stagnation between 2014 and 2019. Border closures and covid measures have constrained reliable visitation statistics between 2020 and early 2023, however previous visitation growth allows for ambitious post-recovery targets.

Broome visitor market is dominated by domestic visitors, who encompassed 76% of visitor nights in the 10 years to 2019. Nevertheless, the international market is also of importance, comprising the remaining 24% of visitor nights (with average visitors staying for longer periods of time, partly due to the impact of working holiday makers), giving a cumulative average visitor night figure fluctuating from 6-7 nights per trip for all visitors during the past decade. Notable visitation trends during this period includes significant uplift in overall visitor nights between 2009 and 2014 (growing from 1,093,000 in 2009 to 1,631,000 in 2014, a 49% increase). This was followed by five years of stagnation between 2014 and 2019, with a net reduction of visitor nights, down to 1,443,000 in 2015, in spite of moderate growth in international nights, which increased its share of total visitation nights from 18% in 2015 to 30% in 2019. Despite the lack of positive net growth in the latter five years of the analysis, substantial positive upside potential, particularly for international visitors remains.

VISITOR NIGHTS BY ORIGIN, BROOME SA2 , 2009-19



Source: Tourism Research Australia

Disclaimer

The following Visitor Market analysis has adopted a 2009 to 2019 timeframe to capture 10 years of growth in both domestic and international visitation data, prior to black swan events from early 2020. 2020-22 was characterised by atypical shifts in intrastate visitor behaviour as well as border closures restricting interstate and international visitation, making both domestic and international visitation data unreliable for medium and long-term trend analysis and forecasting. The notable lack of locality-specific international visitor numbers has pushed the latest annual visitation availability to the 12-months-to-March 2024 and the first calendar year available to 2024 (to be released in early 2025).

DEMAND DRIVERS | VISITOR MARKET (CONT.)

KEY FINDINGS

Commercial accommodation, such as hotels, motels and hotels have traditionally dominated accommodation market share, however alternative accommodation typologies have gained market share in recent years.

Caravan parks have seen the largest uptick in cumulative visitation in the five years ending 2019, compared to the five years to 2014, growing from 684k to 898k in these periods. Hotels and other similar commercial accommodation such as motels, hotels and glamping has also grown in cumulative nights from 2.99m in 2010-14 to 3.36m in 2015-19, a 12% average annual increase (or approximately 72k additional visitor nights per year).

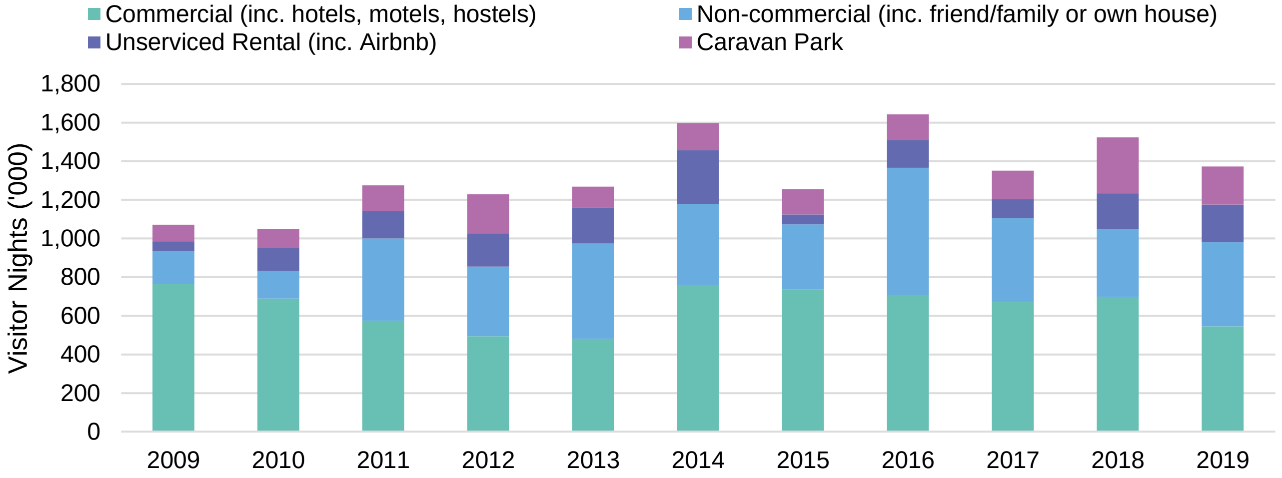
The peak quarter for Broome holiday tourism is typically July – September, while July – December is highest for business travel.

Broome's dry season from May to October is the peak season for visitors, with the September quarter recording the highest amount of visitor nights in the year.

Visiting friends and relatives accounts for 12-21% of total visitor nights across all quarters, showing minimal seasonality for the reason of visitation.

Business travel peaks in the December quarter at 23% of visitor nights as opposed to a low share of 11% of visitor nights in the September quarter. This corresponds to a low total number of 21,000 visitor nights in the march quarter, to a peak of 74,000 nights in the December quarter (2009-19 average).

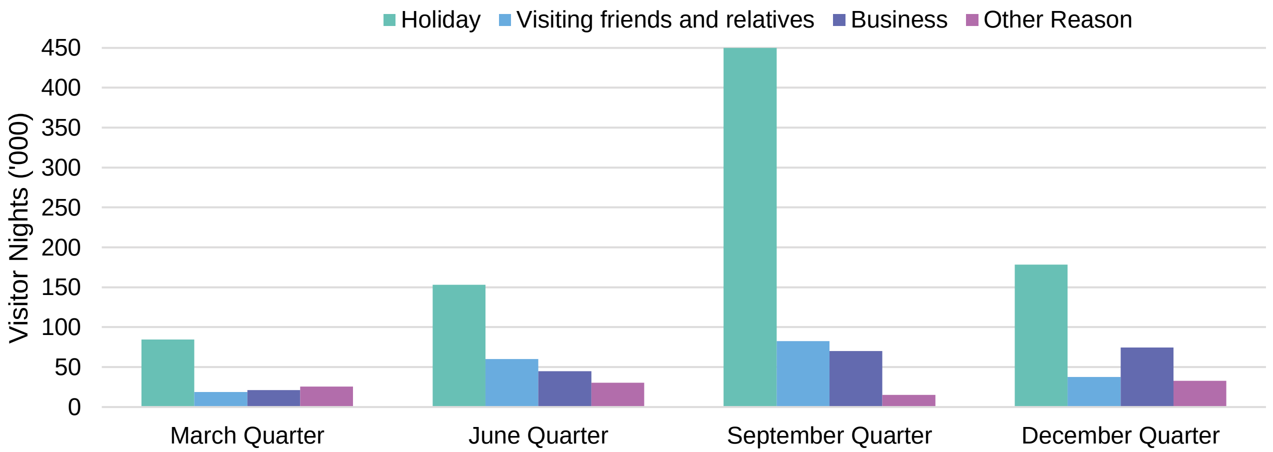
VISITOR NIGHTS BY ACCOMMODATION TYPE, BROOME SA2 , 2009-19



Source: Tourism Research Australia

Commercial: hotels, resorts, motels, serviced apartments, glamping etc.
Non-commercial: private dwellings such as friendly, family or one's own property,
Unserviced Rental: rented house/apartment/flat or unit (not serviced daily.

VISITOR NIGHTS BY QUARTER, BROOME SA2 , 2009-19 (AVERAGE)



Source: Tourism Research Australia

DEMAND DRIVERS | VISITOR MARKET (CONT.)

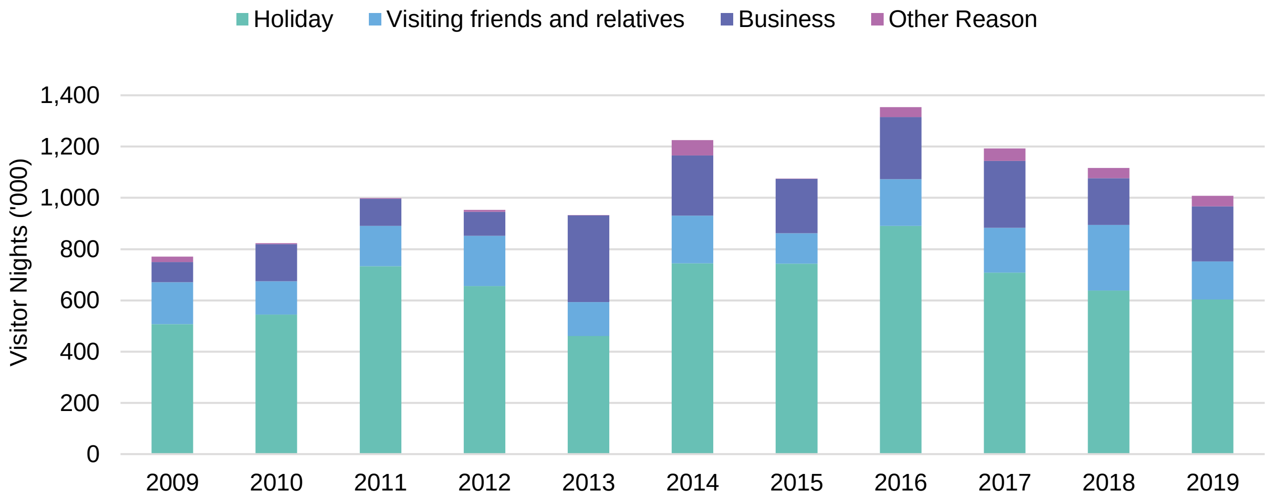
KEY FINDINGS

The reasons to visit Broome for both domestic and international visitors has not changed significantly over the last decade, with holiday the main reason for visitors, with 'other reasons' such as employment making up a notably large share of international nights.

On average domestic visitors spent 1,153,000 nights in Broome each year from 2015-19, a 17% increase from the prior five-year average of 2010-14. Holidays accounted for the vast majority of domestic visitor nights over the past decade (63%, 2010-19) and remained relatively stable between 2010-14 and 2015-19, apart from a large proportional decrease in 2013, that was quickly recovered in 2014. Friend and family visitation stood relatively stable at 16% of visitor nights from 2010-19, whilst business visitor nights declined from an average of 19% in 2010-14 to 15% in 2015-19.

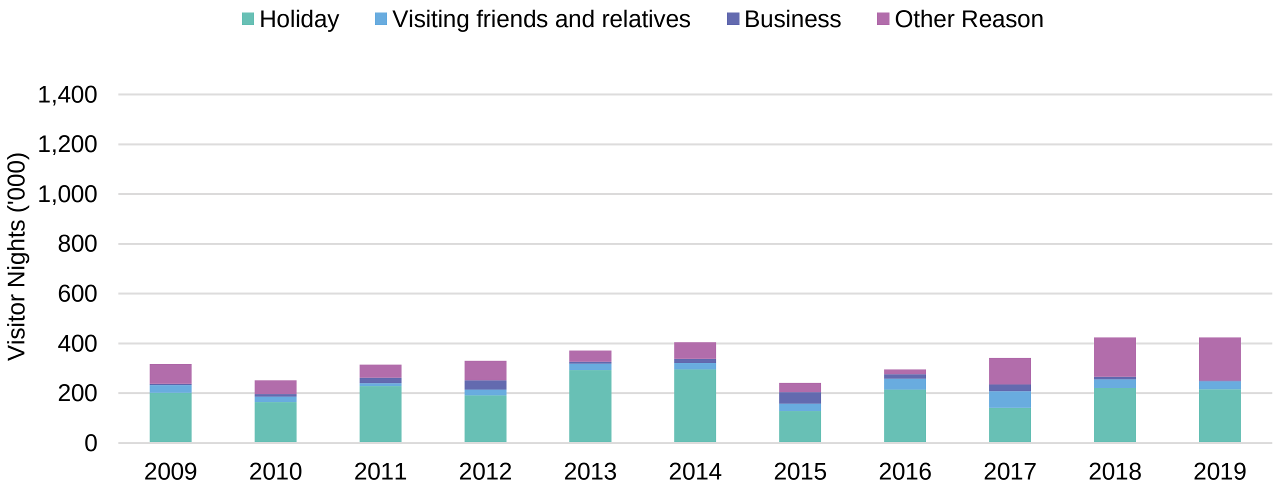
International visitation in 2015-19 was also up albeit a more modest 4% from the 2010-14 average and reached record levels in 2018 and 2019 (436,000 and 426,000 respectively). Recent growth in international nights is largely attributed to strong growth in the 'other reason' visitation category, which largely consisted of trips made for employment reasons and a smaller portion for education reasons. An analysis of international trips highlights the large share of 'other reason' visitor nights consist of a very small amount of trips, ranging from 3-10% between 2010-19, suggesting a high proportion of working holiday makers among this cohort, whereas standalone holidays accounted for an average of 83% of the total number of international trips in the same period, with visiting friends and family as well as business accounting for the remainder, both relatively minor categories for international visitors.

DOMESTIC VISITOR NIGHTS BY PURPOSE, BROOME SA2 , 2009-19



Source: Tourism Research Australia

INTERNATIONAL VISITOR NIGHTS BY PURPOSE, BROOME SA2 , 2009-19



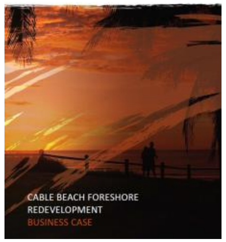
Source: Tourism Research Australia

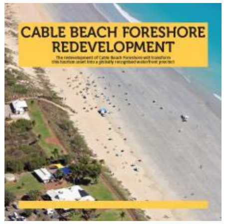
DEMAND DRIVERS | TOURISM GROWTH DRIVERS

CURRENT AND PLANNED INITIATIVES ARE EXPECTED TO DRIVE AND SUPPORT TOURISM GROWTH IN BROOME.

CABLE BEACH FORESHORE REDEVELOPMENT (STAGE 1)

This $36.5 million project is set to transform Cable Beach's tourism asset into a waterfront precinct. The adopted masterplan includes a new promenade, an amphitheater upgrade activation spaces, the renovation of the Broome Surf Life Saving Club and upgrade of the cable beach carpark and allows for additional commercial opportunities. This project aims to increase visitation to the region and improve community spaces. Construction is set to commence in 2024.

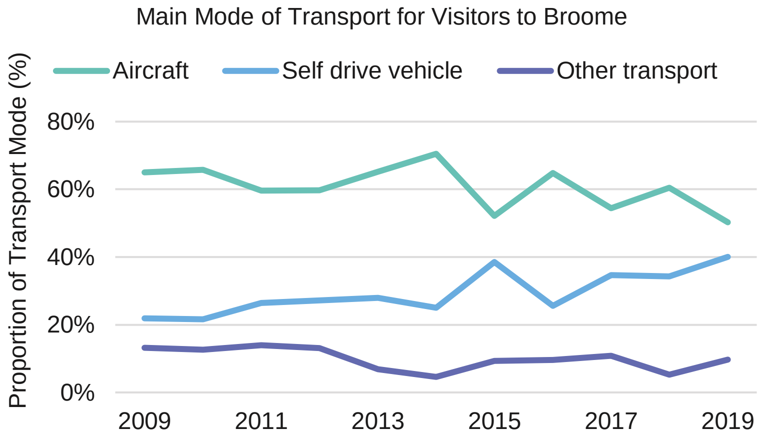




Source: Shire of Broome

FLIGHTS TO BROOME

There has been a gradual substitution away from aircraft travel in favour of self-drivers for overall visitors to Broome. This may be reflective of increases in average domestic airfares increasing the relative affordability of car travel hence making flying less competitive for long distance travel. Air travel declines from a peak of 70% in 2014 to 50% in 2019, during which self driving rose from 25% to 40% in 2019.
The Broome International Airport only has direct flights to 7 locations and currently services Perth, Kununurra, Derby, Fitzroy Crossing, Darwin, Sydney and Melbourne. There currently are no direct flights to international locations and no permanent Singapore service.



Source: Tourism Research Australia

Source: Kimberley Quest

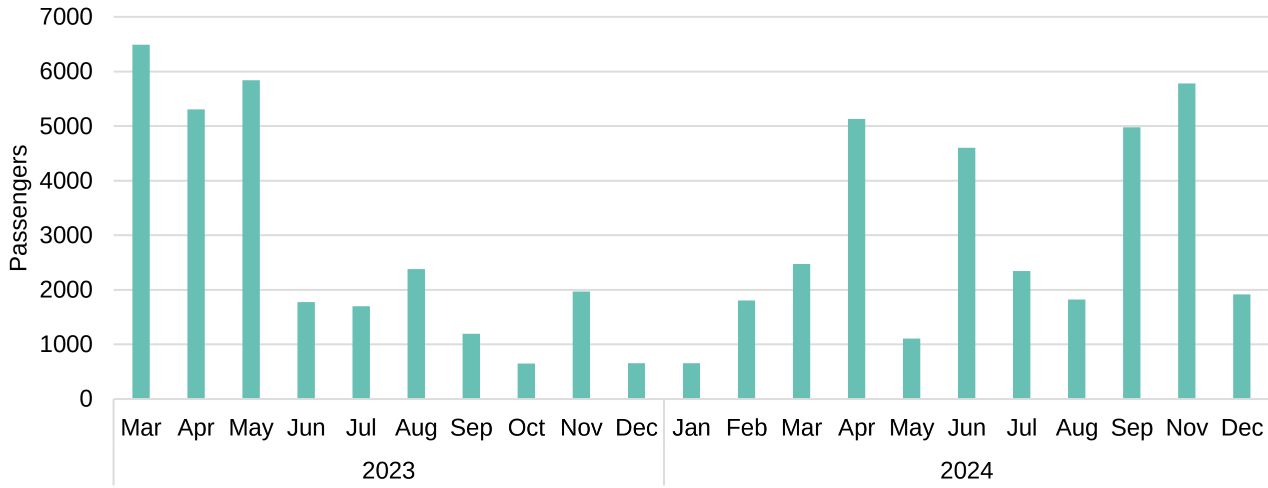
LUXURY TOURS AND EXPERIENCES

Discussions with luxury and high end cruise / experience package operators indicates there is growth in the market for small expedition trips. Consumers of these products are looking for a more bespoke tour with a smaller environmental footprint, and to feel they have really experienced and understood the place they are touring. Typically this consumer group prefers to stay in high-end and luxury accommodation and have access to services, but do not want to feel they are in a large group.

FUTURE CRUISE SHIP ARRIVALS / DEPARTURES FROM ARE EXPECTED TO BE DOUBLE THOSE IN 2018/19 FOR 2023 AND 2024.
THIS POSITIVE OUTLOOK MAY INCLUDE SOME PENT-UP DEMAND FROM THE PERIOD OF CLOSED BORDERS, HOWEVER IT INDICATES THE STRONG APPETITE FOR THIS TYPE OF TOURISM PRODUCT.

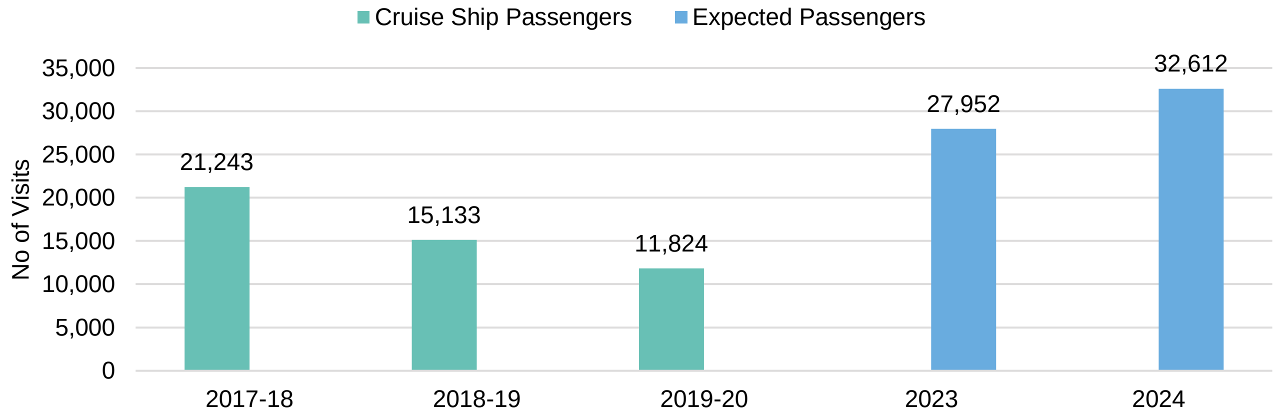

Source: Kimberley Quest

CRUISE SHIP SCHEDULE TO BROOME



Source: Kimberley Ports

CRUISE SHIP PASSENGERS AND EXPECTED PASSENGERS, BROOME , 2017/18 – 2024



Source: AEC, Kimberley Ports

VISITOR ORIGINS

KEY FINDINGS

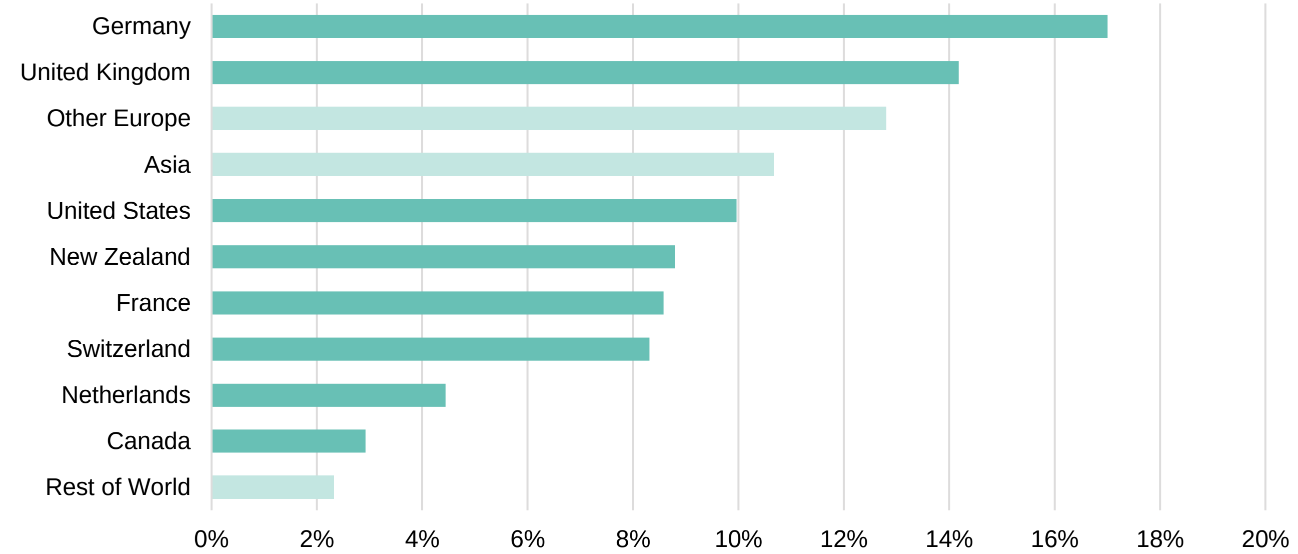
Europe is the key point of origin for international tourists visiting Broome, encompassing 65% of the international visitor market from 2010-19. WA has similar status for the domestic market, with 55% of domestic visitors.

Historically, the main region of origin for international visitors has been Europe, accounting for 65% (2010-19) of total international visitors. Germany and the United Kingdom were particularly large visitor markets from Broome, consisting of 17% and 14% of international visitors respectively in the same 10-year period. The United States, New Zealand, France and Switzerland are also major sources of visitors to Broome, all of which provided 8-10% of total international visitors each.

The Asian visitor market is notably small in Broome, with just under 11% of total international visitors, with no Asian nation breaking the 2% visitor mark. This is particularly notable as the Asian visitor market to Western Australia as a whole was 42% in the same 10-year period, with major markets such as Singapore, Malaysia, China, Japan and Indonesia comprising 30% of total WA visitors alone. This suggests a large upside potential in the Asian market with significant space for greater market penetration in these existing WA strongholds.

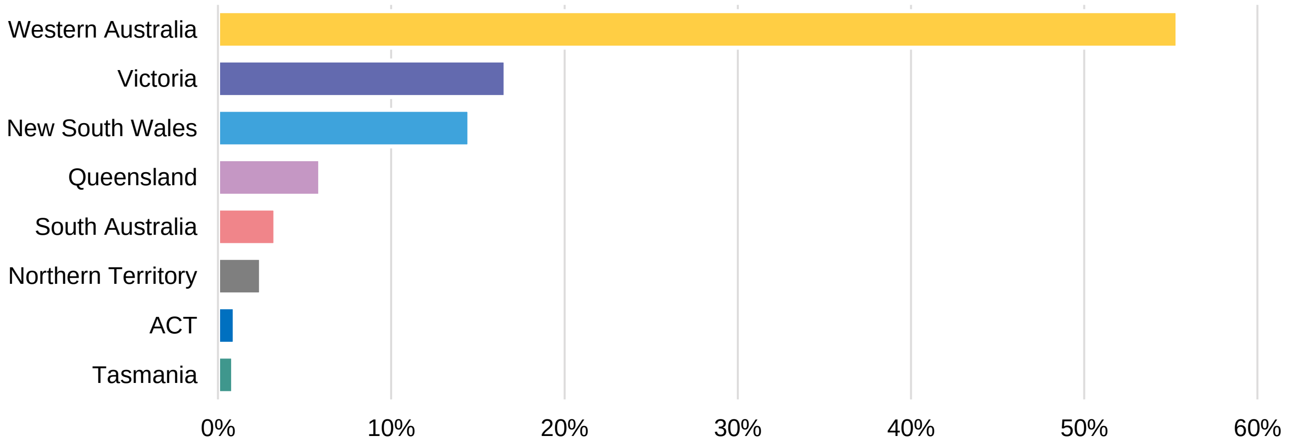
The interstate visitor market to Broome largely reflects the populations of the respective states although variation does exist which may be explained by the presence of closer-to-home alternative destinations, or a lack of effective marketing campaigns to these areas. As such Victoria is the largest interstate market with 17% of total domestic visitors, followed by 15 for New South Wales and 6% for Queensland. The remaining states and territories accounted for less than 8% of domestic visitors.

COUNTRY OF RESIDENCE FOR INTERNATIONAL VISITORS TO BROOME, 2010-19



Source: Tourism Research Australia

STATE OR TERRITORY OF RESIDENCE FOR DOMESTIC VISITORS TO BROOME, 2010-19



Source: Tourism Research Australia

DEMAND DRIVERS | VISITOR MARKET: COVID AND POST-COVID PERFORMANCE

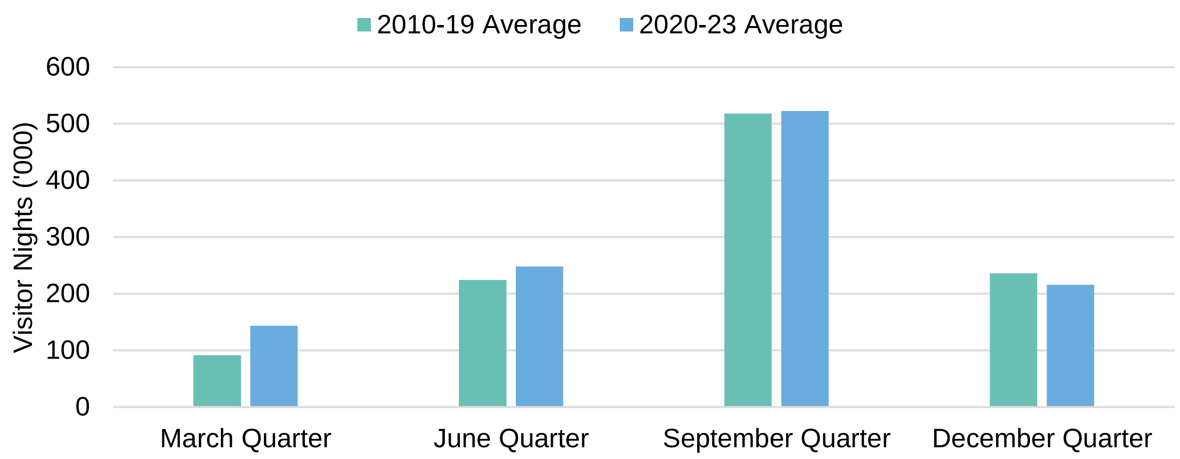
KEY FINDINGS

Strong domestic visitor nights during the Covid-19 pandemic demonstrates the resilience of Broome as a competitive WA and national destination. International visitor nights are well-below the long-term average in 2023, with growth in late 2023 and 2024 required to return to pre-covid averages.

2020-22 travel was influenced by significant and varying constrains (including major state, national and international travel restrictions, making trends in both domestic and international visitor nights a weak long-term trend indicator. Despite this, robust domestic visitor nights suggest positive signs for Broome's appeal in the national market of destinations. The domestic visitor market has remained relatively stable from 2020-23 in terms of quarter of travel, with the notable exception being a large uptick in March quarter visitor nights from the 10-year average.

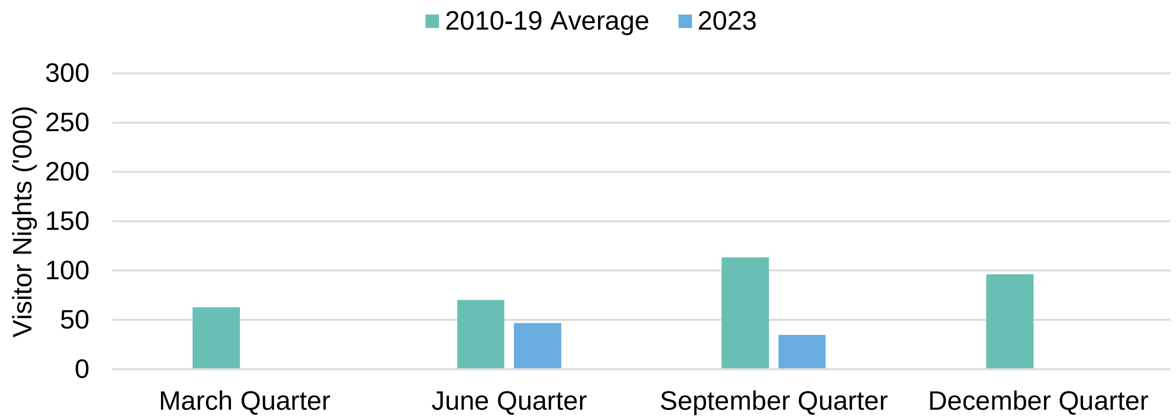
International visitation experienced comprehensive restrictions in 2020 and 2021 in WA, with localised data for areas such as Broome not collected. As the first reliably collected localised data following the pandemic occurring in the March quarter of 2023, we are beginning to see international travellers return to Broome however not yet at the same levels prior to 2020, with March and June 2023 visitor nights considerably below the 10-year average. Greater volumes of data are required form a medium-term view on a post-covid recovery for Broome, however national figures have seen a substantial increase in international visitor nights, from 37% below 2019 levels in January 2023 to 11% by October 2023, paving a strong trend for Broome to follow in late 2023 and 2024.

DOMESTIC VISITOR NIGHTS BROOME SA2 , 2010-19 AVERAGE & 2020-23 AVERAGE COMPARED



Source: Tourism Research Australia

INTERNATIONAL VISITOR NIGHTS BROOME SA2 , 2010-19 AVERAGE & 2023 COMPARED*



Source: Tourism Research Australia

**Note: The first reliable visitation data from 2020 onwards as endorsed by Tourism Research Australia commenced in Q2 2023, limiting this review to Q2 and Q3 2023 visitation only.*

02

ACCOMMODATION DEMAND

KEY INSIGHTS

1. **Future growth in visitors expected.** Recent historical growth demonstrates Broome remains a destination with robust demand.

2. **Private short-stay accommodation remains a small but significant accommodation type.** The use of private dwellings for short-stay accommodation is likely to be filling a gap in the market for private and self-contained accommodation, and responding to current high levels of demand.

3. **Significant lack of high end / luxury options available.** A lack of recently developed accommodation has resulted in a larger supply of older-style hotel resort accommodation in comparison to similar holiday destinations, which offer much greater proportions of luxury hotels/resorts and serviced apartments. This type of product can anchor a tourist town or region, is more complex to identify sites for and develop, and can benefit the most from this study.

4. **Seasonal operational efficiencies in larger, higher-end establishments** was inferred from the accommodation audit, highlighting a competitive advantage from scale experienced by the larger, higher-end establishments in distributing seasonal occupancy risk and gaining higher marginal utilities in the 'low season' that incentivises significantly higher levels of year-round operation.

5. **Demand for additional rooms / tourist park sites was modelled for two scenarios.** A base case scenario could see an additional 573 rooms required over the next ten years. If supply continues to be constrained this level of growth will not eventuate.

KEY FINDINGS

A mid-2023 audit of short-term accommodation in Broome captured the majority of tourist accommodation.

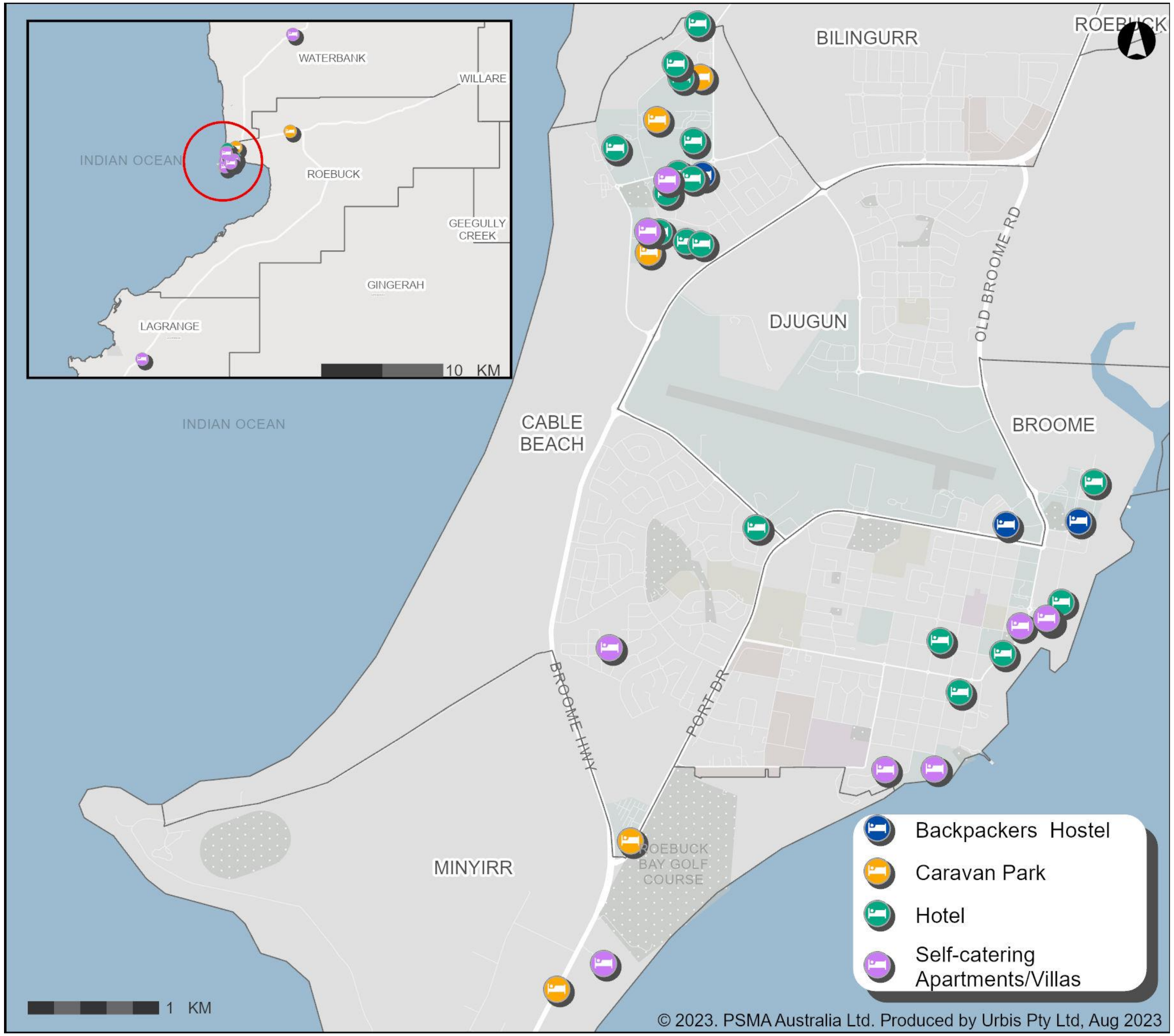
The audit classified accommodation into the following categories.

- Hotel (including motels)
- Self-catering Apartments/Villas
- Caravan Parks (including cabins and chalets)
- Backpackers Hostel

This study additionally identified several key characteristics of the short stay accommodation market:

- There are two main clusters that contain the vast majority of accommodation establishments, namely the developed northern coastal section of Cable Beach and the north-eastern section of the peninsula proximate to Roebuck Bay.
- There are a large number of smaller-sized and family-owned establishments that close during the low season (generally December to March),
- There are a large number of properties in the short-stay accommodation sector that were built in the 70s and 80s that are in need of refurbishment, renovation and renewal.
- There has been a significant gap between the last built new major hotel or resort addition to Broome (est. early 2000s).

SHORT STAY ACCOMMODATION SUPPLY, AS OF AUGUST 2023



ACCOMMODATION DEMAND | SHORT STAY VISITOR ACCOMMODATION (CONT.)

BROOME SHORT-STAY AUDIT FINDINGS

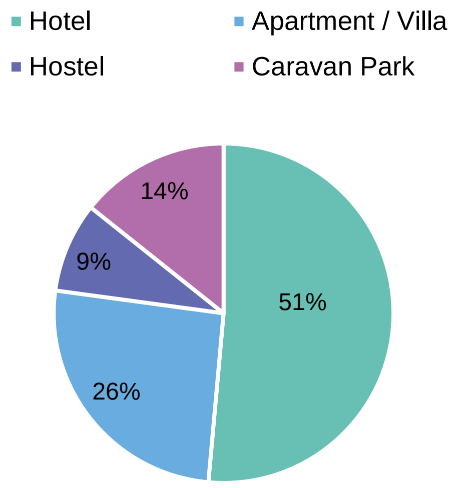
The audit of short-stay accommodation in Broome estimated a total of 37 establishments and nearly 1,500 rooms.

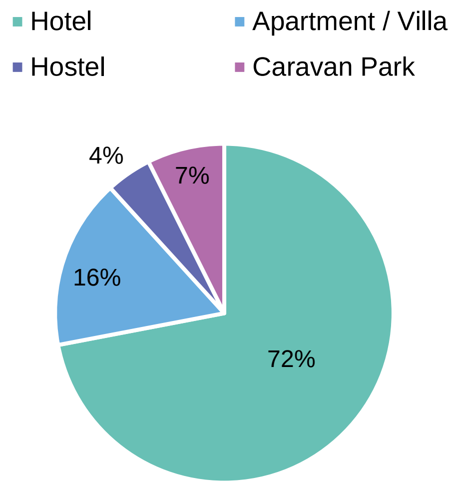
The audit was undertaken in Q3 2023 and included hotels, motels, resorts, and serviced / self-contained apartments, but excluded private rentals such as rooms bookable on sites such as AirBnB and Vrbo.

The vast majority of hotels were in the 20 to 100 rooms category, with only four boutique hotels consisting of less than 20 total rooms. There were only four flagship hotels and resorts with over 100 rooms, signifying a potential shortfall in the large-scale establishments that can accommodation larger groups, such as tours and overnight cruise ship passengers.

Whilst recorded occupancy rates have high variability depending on the season (with low season from December to the end of February and high season from June to the end of August), the variation in occupancy rates are also dependent on the type and scale of the establishment itself. Larger hotels and resorts generally reported substantially higher occupancy rates in low season, in large part due to having a greater ability to cut prices when demand is low, whereas boutique hotels, budget establishments such as hostels and family-owned establishments had a significantly higher propensity to close completely during low season due to being unable to turn a profit with low-season pricing. The larger and higher-end accommodation sector is hence better-equipped for future growth in this regard with dynamic pricing and staffing efficiencies allowing for greater year-round operation.

SUPPLY BY PROPORTION OF ESTABLISHMENTS (LEFT) AND PROPORTION OF ROOMS (RIGHT)





Source: Urbis, Tourism WA

SHORT STAY ACCOMMODATION SUPPLY BREAKDOWN

ACCOMMODATION TYPE	NO. ESTABLISHMENTS	NO. ROOMS	MEAN NO. ROOMS	MEDIAN NO. ROOMS
Hotel	18	1,072	60	44
Apartment / Villa	9	216	24	16
Hostel	3	65	22	22
Caravan Park	7	132	19	3
Total	37	1,485	40	25

Source: Urbis, Tourism WA

Note: Mean and median figures refer to mean and median number of rooms per establishment of the corresponding category

ACCOMMODATION DEMAND | SHORT TERM RENTALS

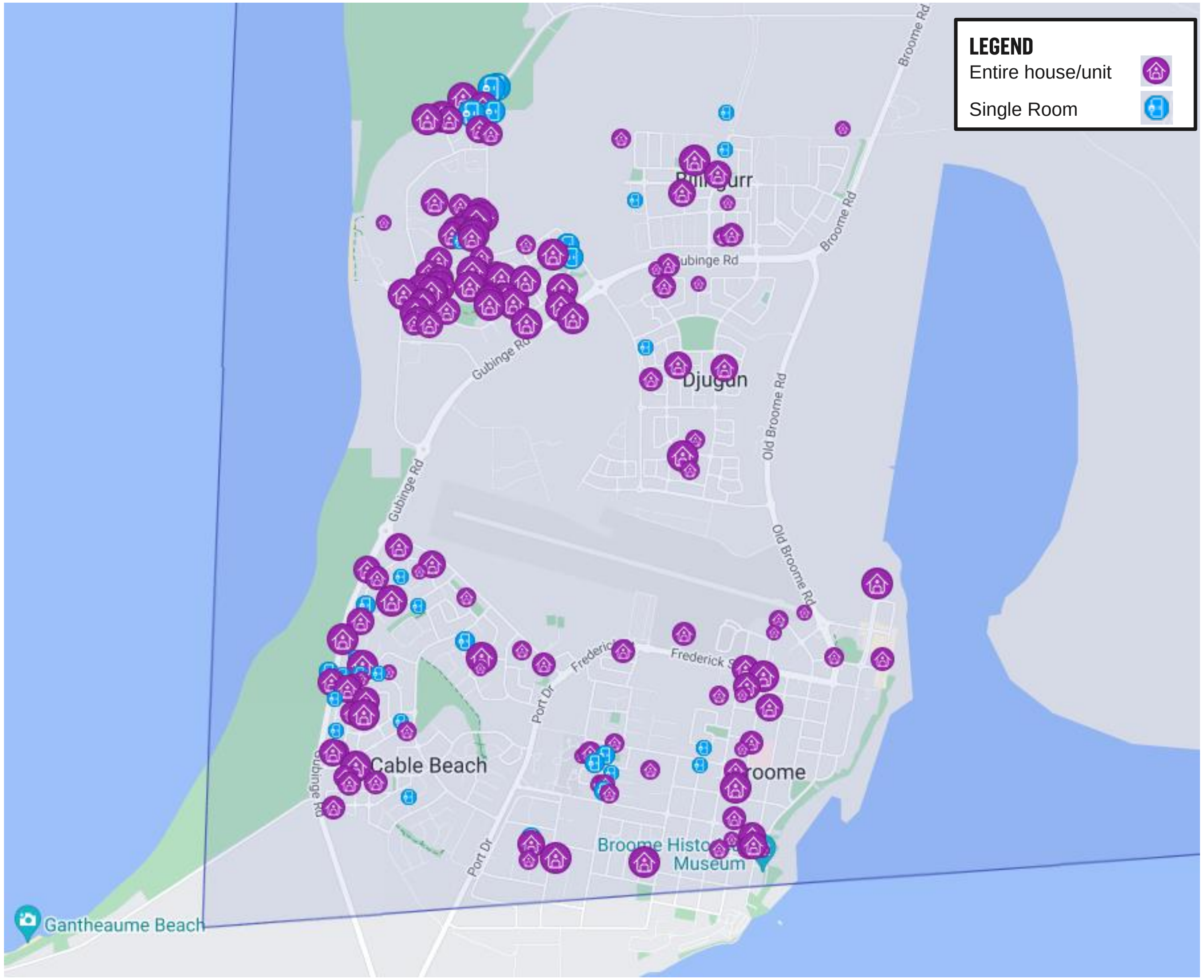
KEY FINDINGS

Short term rentals currently play an important role in the Broome market, supporting a wide range of visitor markets.

A review of AirDNA research identified the following key attributes and trends.

- **Listing Seasonality**: Across the short-term rental market in Broome, there were an estimated 207 active listings as of July 2023 (its annual peak). Listings generally experience annual lows in December to February, with 137 listings in December the lowest of the 2022-23 year, corresponding to the general visitor low season.
- **Stabilisation of Occupancy Levels**: Occupancy rates, on average, have seen a minor increase of about 1 percentage point in 2022-23 from 2018-19 levels. Peak occupancy rates were experienced in the 2022 high season, achieving 88% and 92% occupancy in the months of June and July respectively.
- **Increasing Average Daily Rates**: Average daily rates experienced very strong growth, most of which took place from the start of 2021 and has continued to July 2023. The high season peak ADR in 2023 was $512, up from $291 in July 2019. The bulk of this growth is attributed to luxury BnB rentals, which have grown from $562 to $866 in the same period. This signifies a potential gap in new supply for this segment of short-stay accommodation in Broome.

SHORT TERM RENTAL PROPERTIES, BROOME, JULY 2023



Source: AirDNA
This shows current listings as of July 2023

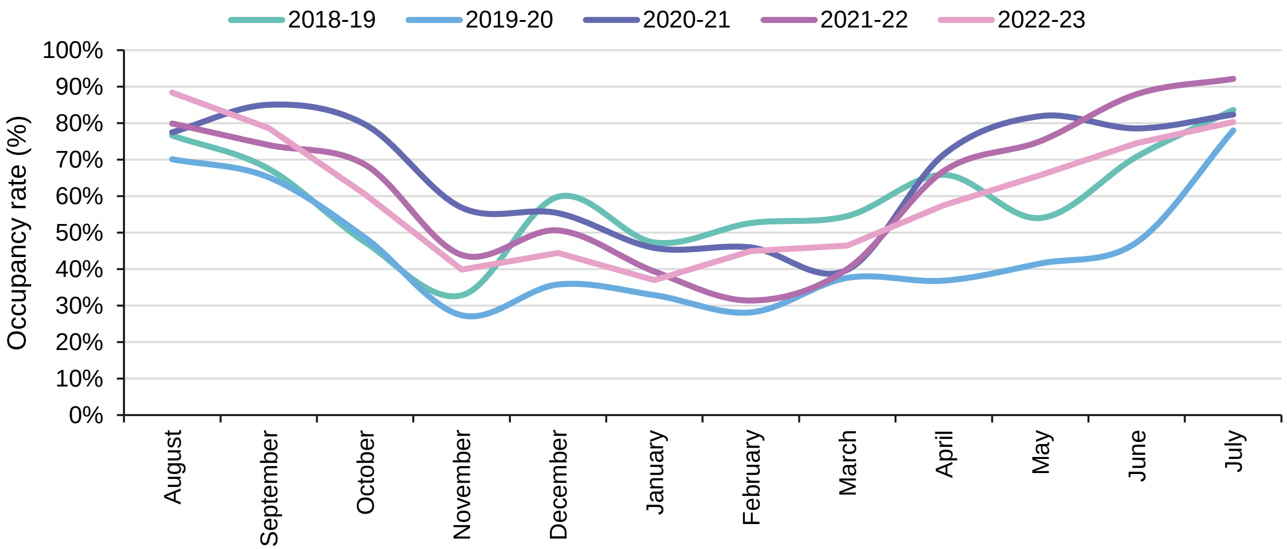
KEY FINDINGS

Private BnBs remain an accommodation product in demand in Broome, with occupancy rates remaining at high levels similar to those seen pre-pandemic.

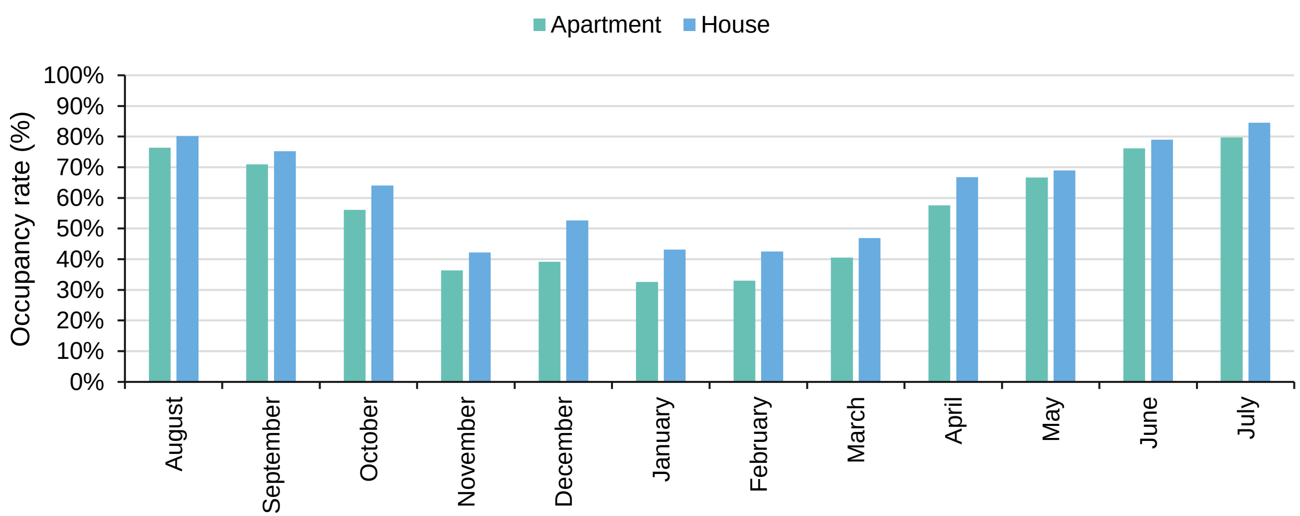
The seasonality of Broome's visitor activity is reflected in short term rental accommodation occupancy rates, with five-year average monthly occupancy to July 2023 following a pattern of yearly highs in June to August (between 78%-83% occupied) with the months of November, January and February experiencing the lowest levels of BnB occupancy (40%-41%). Other key trends include:

- **Rapid Post-Lockdown Recovery:** The domestic intra-state visitor market provided strong occupancy growth in 2020-21 following the Covid-19 restrictions and lockdowns in March to June 2020, with 2020-21 average occupancy of 67% exceeding its pre-pandemic 2018-19 figure of 59%. This re-adjusted to pre-pandemic level in 2022-23, falling to 60%.
- **High-Season Occupancy Growth:** 2021-22 and 2022-23 saw July and August occupancy rates climbing to their highest levels in this half-decade period. July and August 2022 performed particularly well, achieving record 92% and 88% occupancy rates respectively.

BNB OCCUPANCY RATE, SHIRE OF BROOME, AUGUST 2018 – JULY 2023



BNB OCCUPANCY RATE BY TYPE, SHIRE OF BROOME, FIVE-YEAR AVERAGE TO JULY 2023*



**Note: Five-year averages exclude data from months of WA's Covid-19 lockdown from March 2020 to June 2020 to avoid outlier skewing of data*

ACCOMMODATION DEMAND | SHORT TERM RENTAL LISTINGS

KEY FINDINGS

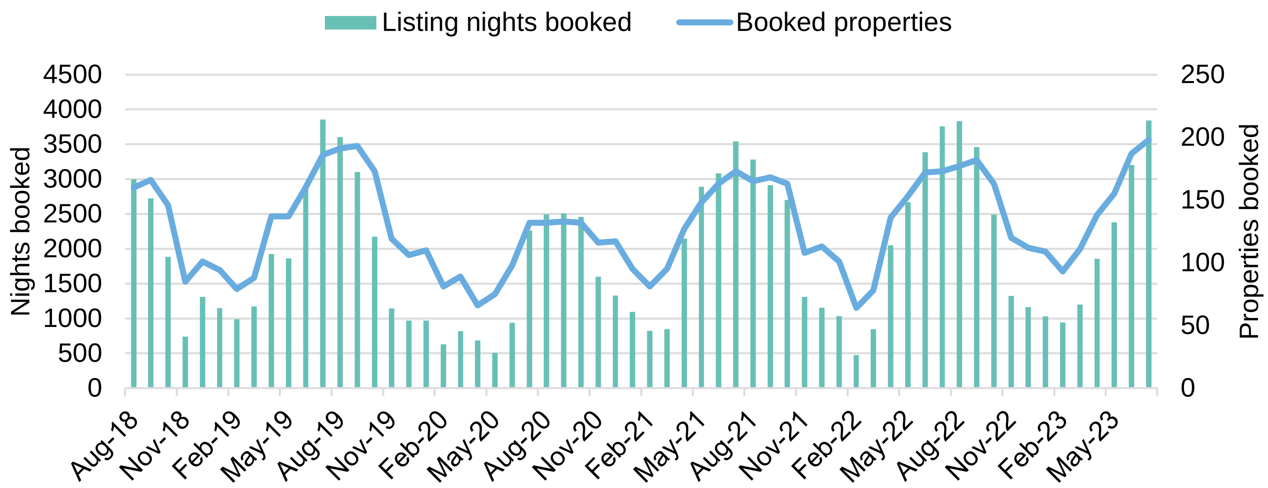
Short term rentals are an important albeit relatively small portion of the short stay accommodation market – and the supply of short term rentals is below pre-pandemic levels.

During peak months, booked properties range from 150-200 properties. Whereas in the off season booked properties are much lower, from 50-100 properties.

There is also some seasonality observed in the total number of short term rental active listings with the peak months recording over 200 listings and the off-season months recording the number of listings in the low 100's.

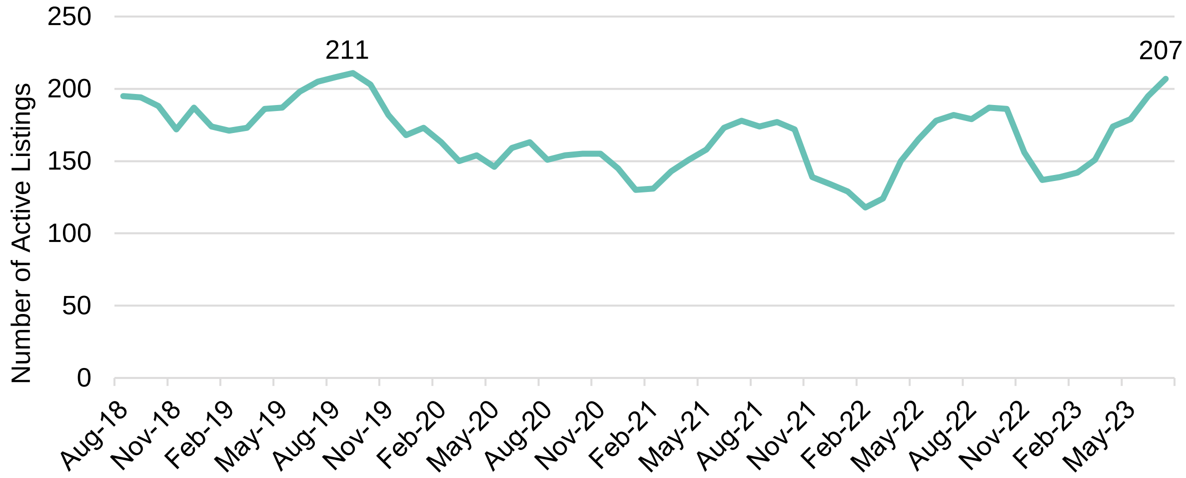
Additionally, of note, active listings are below 2019 peak levels. This is in line with trends experienced across Western Australia.

AIRBNB BOOKING DEMAND, SHIRE OF BROOME, 08/2018 – 07/2023



Source: AirDNA

AIRBNB TOTAL NUMBER OF ACTIVE LISTINGS, SHIRE OF BROOME, 08/2018 – 07/2023



Source: AirDNA

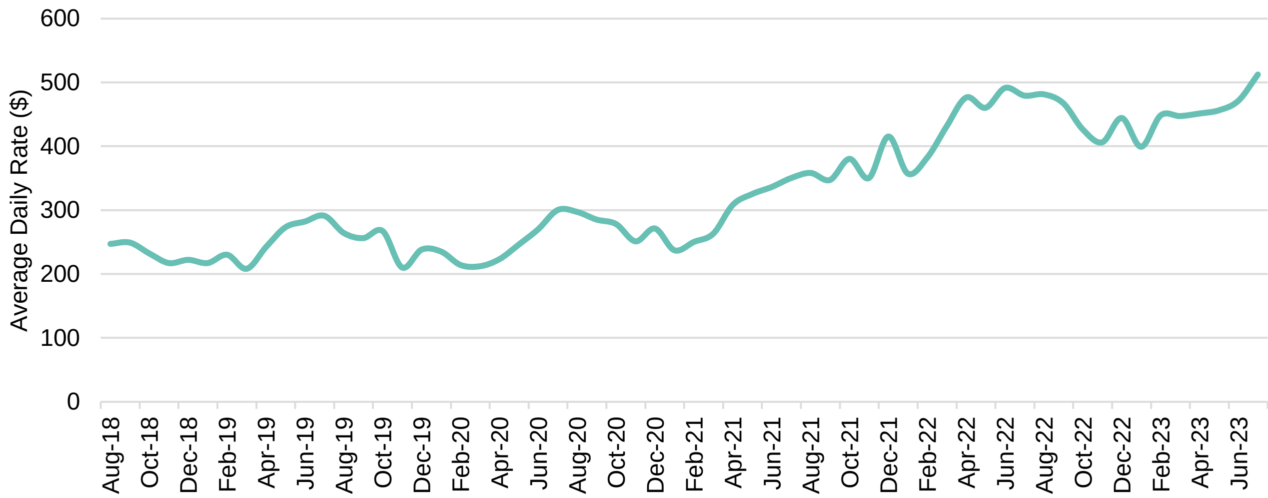
KEY FINDINGS

The short term rental market has experienced strong price growth over the past three years following a period of relatively stable pricing.

Key findings are noted below.

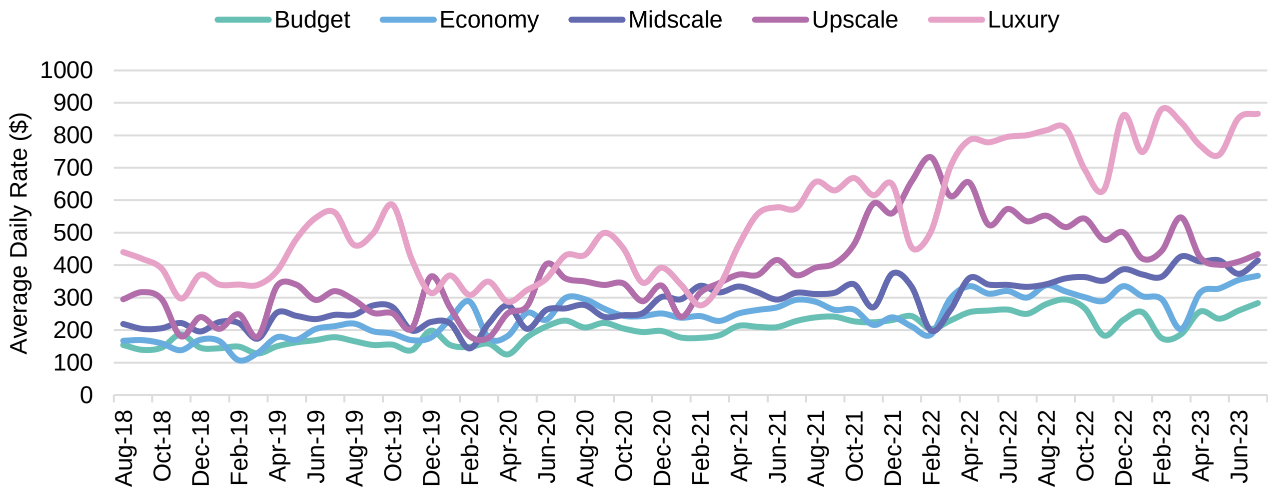
- Broome has had an increasing ADR since 2018, from $247 in August 2018 to $512 in July 2023.
- Seasonality can be seen in the ADR historical trend with the peak period from April to October recording higher rates.
- The ADR for upscale accommodation has declined substantially from a peak in December 2021 to July 2023. The current ADR for upscale accommodation sits similar to midscale and economy accommodation.
- Luxury accommodation is priced much higher than other accommodation types. The historical trend shows high seasonality for this accommodation type. Seasonality is substantially less prevalent for budget to upscale accommodation.

AVERAGE DAILY RATE (ADR), BROOME, 08/2018 – 07/2023



Source: AirDNA

ADR BY PRICE TIER, BROOME, 08/2018 – 07/2023



Source: AirDNA

ACCOMMODATION DEMAND | SHORT STAY ACCOMMODATION PERFORMANCE

KEY FINDINGS

On average, occupancy levels for short stay accommodation in Australia's North West have been above pre-pandemic levels.

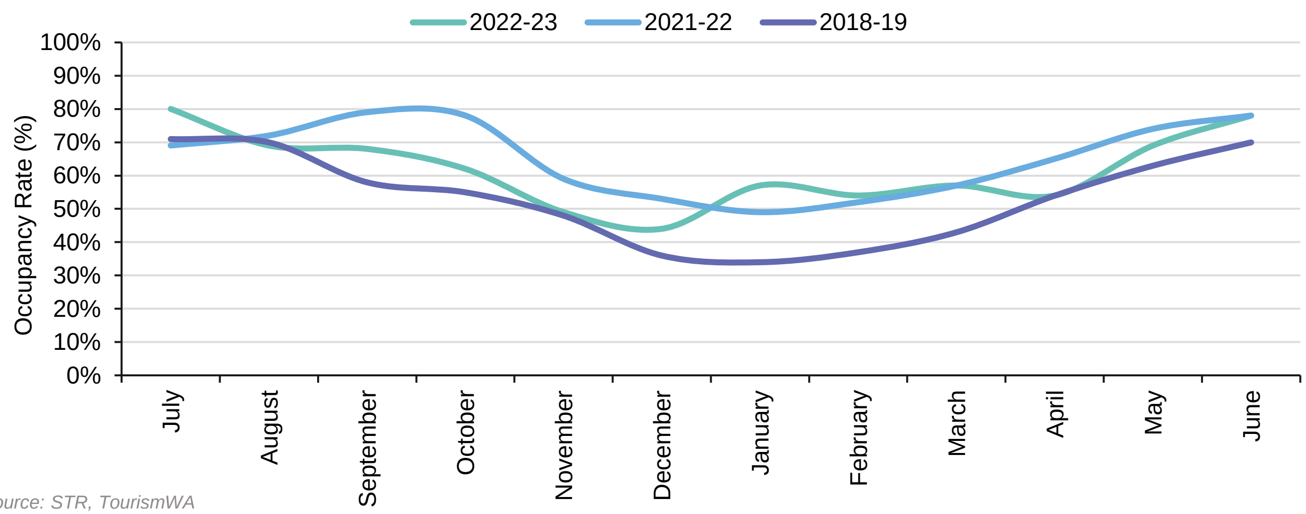
Key trends to note below.

- High season occupancy generally sits around 70%-80% in its highest months of June and July.
- December and January consistently the lowest months for occupancy rates across years (ranging from 34% in 2018-19 to 49% in 2021-22).
- Both 2021-22 and 2022-23 outperformed 2018-19 pre-covid occupancy rates by up to 23% in the highest differential months (January) and 20% (September).

Of note, accommodation providers in anticipation of low and high season close and open rooms in their establishments, with some smaller establishments closing before the January to March demand lull, hence causing a spike in occupancy rates after December. The seasonality in supply has grown substantially in 2022-23 comparing to its preceding years as providers pattern change in tourism behaviour.

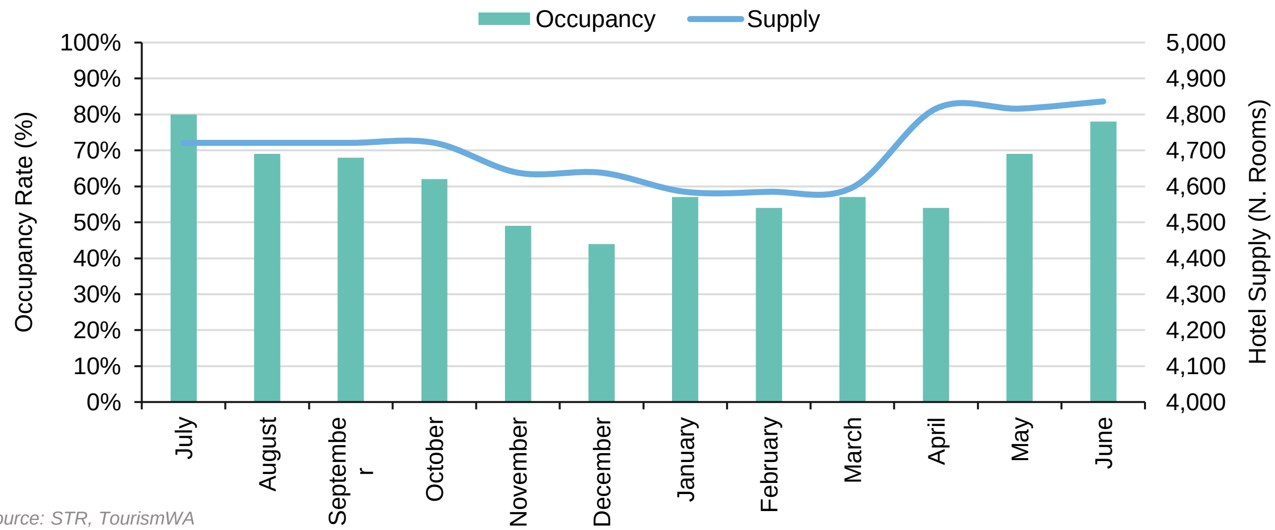
Supply at lowest levels in January and February 4,585 rooms/apartments dropping from a peak of 4,836 in June coinciding with high season. Supply kept above 4,800 for April-June.

OCCUPANCY RATE, SELECTED SHORT STAY ACCOMMODATION, AUSTRALIA'S NORTH WEST



Source: STR, TourismWA

OCCUPANCY AND SUPPLY, SELECTED SHORT STAY ACCOMMODATION, AUSTRALIA'S NORTH WEST , 2022-23



Source: STR, TourismWA

KEY FINDINGS

A comparison analysis was conducted to analyse the capacity of accommodating visitors in the luxury and standard market segments to assess areas where Broome performs well or can improve.

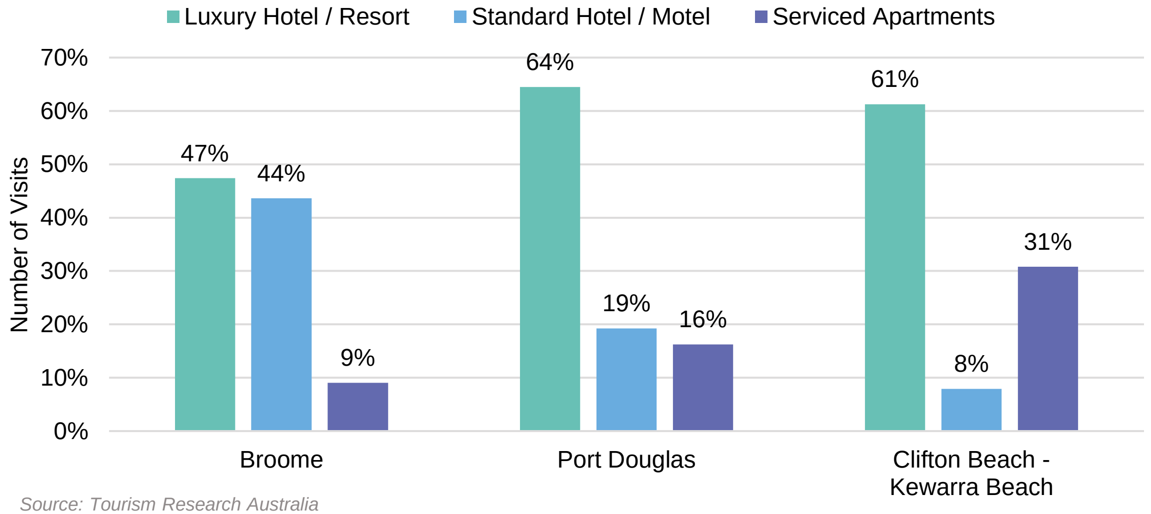
For the review, the cities/towns of comparison had to fit the criteria of being tropical Australian tourism destinations with populations in the same 5,000-15,000 range as Broome. This narrowed the selection to Port Douglas SA2 and the Palm Cove Area, defined as Clifton Beach – Kewarra Beach SA2 for statistical purposes.

The comparison analysis reveals that whilst Broome performs relatively well in accommodating 'standard' accommodation visitors with a large amount of hotel and motel capacity in the one to two star category (about 81,000 visitors in 2022 or 44%), as compared to 19% and just 8% in Port Douglas and the Palm Cove Area respectively, there was a clear and sizeable gap in the luxury hotel / resort space lagging considerably behind both Port Douglas and the Palm Cove Area.

Over 60% of visitors accommodated (namely 64% in Port Douglas and 61% in the Palm Cove Area) stayed in luxury hotels and resorts in contrast to 47% in Broome. The less populated Port Douglas (c. 5,582 population) accommodated c. 184,000 visitors in luxury hotels and resorts in 2022, as compared to under 88,000 accommodated in Broome.

A further review of booking options showed a stark lack of hotels and resorts in Broome with premium and ultra premium room options. Only two five-star hotels were identified in Broome as compared to 26 and 19 in Port Douglas and the Palm Cove Area respectively, a substantial gap that is also present for hotels with $900+ per night rooms. This highlights a potential missed opportunity for capturing this high-yielding visitor segment.

NUMBER OF VISITORS BY ACCOMMODATION TYPE, BROOME VS. PORT DOUGLAS & PALM COVE AREA, 2022



Source: Tourism Research Australia

ACCOMMODATION ESTABLISHMENTS BY RATING

NO. OF ESTABLISHMENTS	BROOME	PORT DOUGLAS	PALM COVE
2 Star	2	2	0
3 Star	4	34	7
4 Star	25	131	159
5 Star	2	26	19

Source: Booking.com

PREMIUM TO ULTRA-PREMIUM ACCOMMODATION ESTABLISHMENTS ROOM OFFERING

ROOM PRICING P/N	BROOME	PORT DOUGLAS	PALM COVE
$300+	29	135	171
$900+	7	34	26
$1,500+	1	12	3

Source: Booking.com

Note: Consists only of establishments with a star-rating listed on Booking.com with availability for any week (five nights, Monday to Saturday) in October 2023, April 2024 or June 2024.

ACCOMMODATION DEMAND | SHORT STAY DEMAND SCENARIOS

KEY FINDINGS

Based on the visitation analysis, this study used scenario modelling to estimate current and potential future room demand for Broome.

The average occupancy of short stay accommodation (excluding short term rentals) was estimated at 66%. Given the seasonal nature of the Broome market, this is a reasonable occupancy rate and is likely higher within motel / hotel offerings.

This assessment modelled a base case (Scenario A) and alternative case (Scenario B).

Scenario A assumes a higher growth rate in line with TRA modelling for WA 2023-28 and represents the growth opportunity for Broome.

Scenario B illustrates a lower growth rate with higher occupancy rate, which reflects a continuation of the current constraints on supply while demand for accommodation continues to increase.

In Scenario A visitor nights are modelled to increase over the next decade from 1,462 to 2,352. The proportion of international visitors is modelled to increase from est. 28% in 2024 to around 34% of total visitation. Without additional short stay supply (outside of known short term developments), there would likely be constraints on accommodating this level of visitor growth. As such, there is a strong rationale that new accommodation offerings (and expansions to existing establishments) could be viable.

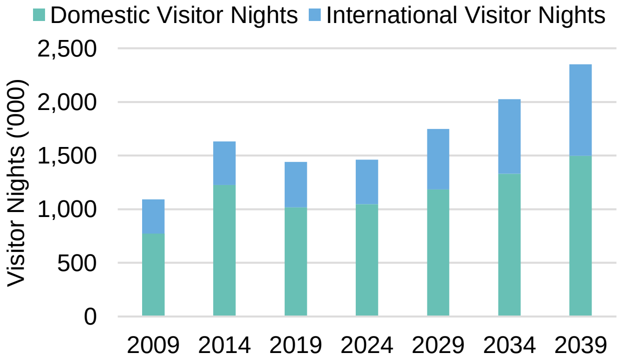
Scenario B shows increased occupancy across the year. For this to occur increasing visitation over the shoulder seasons would most likely be required.

KEY ASSUMPTIONS

ASSUMPTION	HISTORIC (2009-19)	SCENARIO A (2024-34)	SCENARIO B (2024-34)	COMMENTS
International Visitor Nights – CAGR (%)	2.94%	2.44%	1.22%	Scenario A adopts the TRA 2023-28 annual visitor nights forecast for WA. Scenario B assumes a 50% reduction in growth.
Domestic Visitor Nights — CAGR (%)	2.77%	5.26%	2.63%	Scenario A adopts the TRA annual inbound visitor arrivals forecast for Australia. Scenario B assumes a 50% reduction in growth.
Occupancy Rate	66%	66%	~69%	Forecast A in line with historic ABS Accommodation Survey data. Forecast B adopts an increasing occupancy rate from 66% in 2024 to 71% by 2034.
Share of Short Stay Accommodation	44%	44%	44%	In line with historical TRA average
Guests per Hotel Room	1.7 - 1.9	1.8	1.8	Assumed to stabilise at 1.8 guests per room
Staff to bed ratio	3.7	3.7	3.7	In line with historic ABS Accommodation Survey data

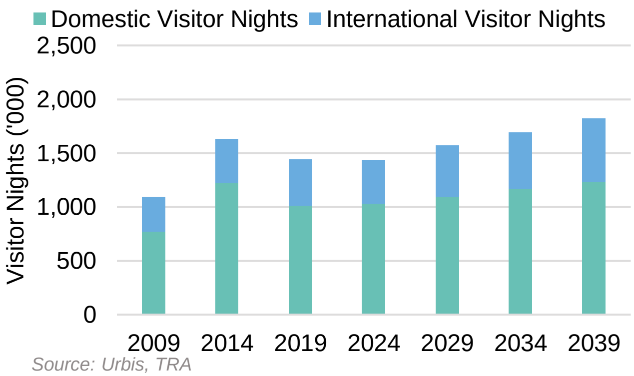
Source: Urbis, ABS, TRA

LONG-TERM VISITATION FORECAST, SCENARIO A



Source: Urbis, TRA

LONG-TERM VISITATION FORECAST, SCENARIO B



Source: Urbis, TRA

ACCOMMODATION DEMAND | ROOM DEMAND - SCENARIO A: BASE CASE

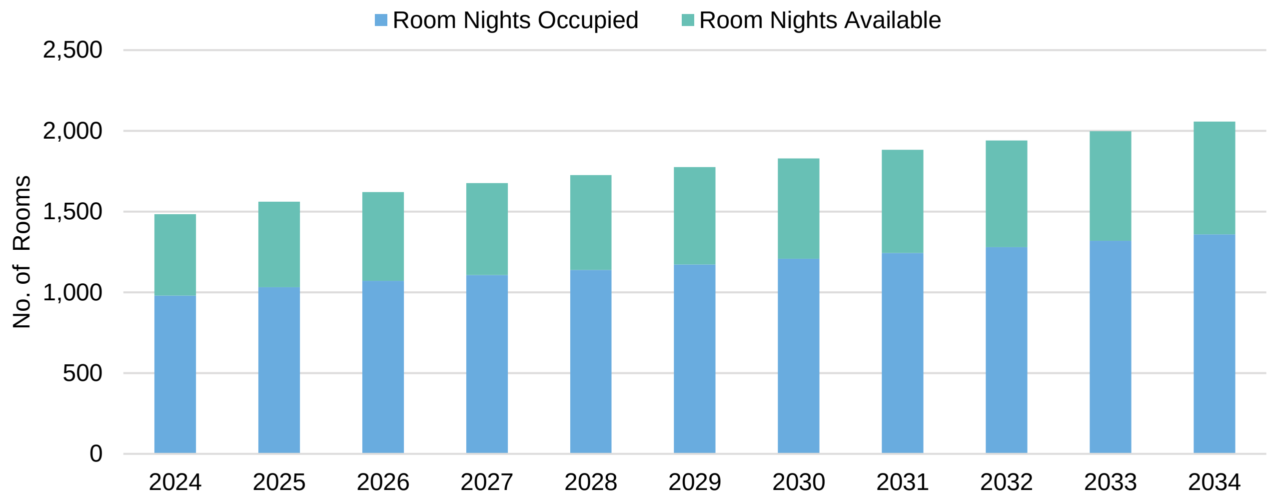
KEY FINDINGS

For Scenario A based on the documented assumptions, room night demand (no. of rooms occupied) is modelled to increase over the next decade from 979 to 1,358.

Taking into account an assumed 66% occupancy rate, total room supply is modelled to increase approximately 573 rooms.

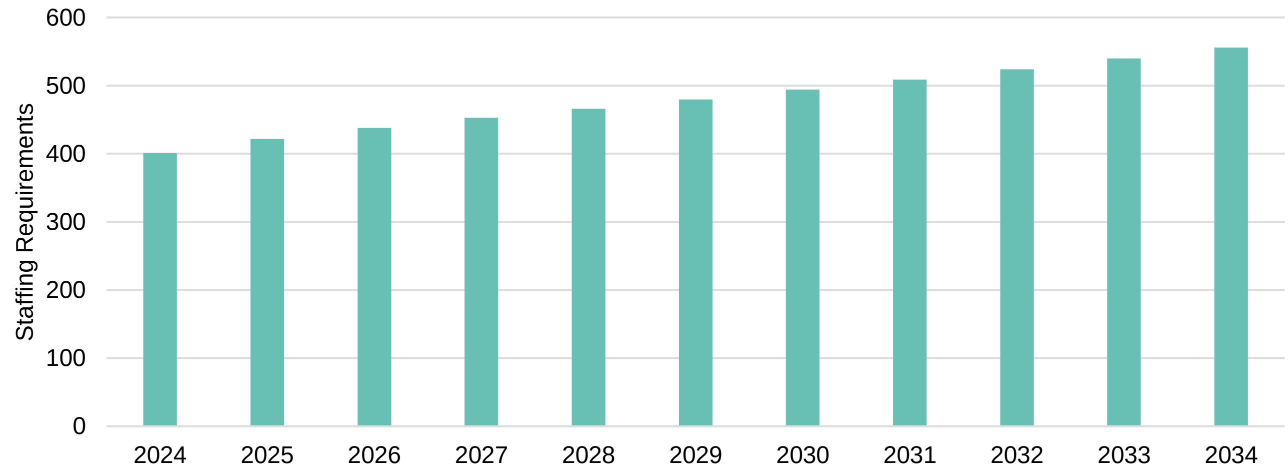
A staff to bed ratio was applied to modelled room demand figures to determine staffing requirements over the next decade. The adopted staff to bed ratio is 3.7 beds per employee. This equates to an increase of 155 employees over the coming decade.

ROOM DEMAND, BROOME, 2024-34



Source: Urbis, ABS, TRA

STAFFING REQUIREMENTS, BROOME, 2024-34



Source: Urbis, ABS, TRA

ACCOMMODATION DEMAND | ROOM DEMAND - SCENARIO B: ALTERNATIVE CASE

KEY FINDINGS

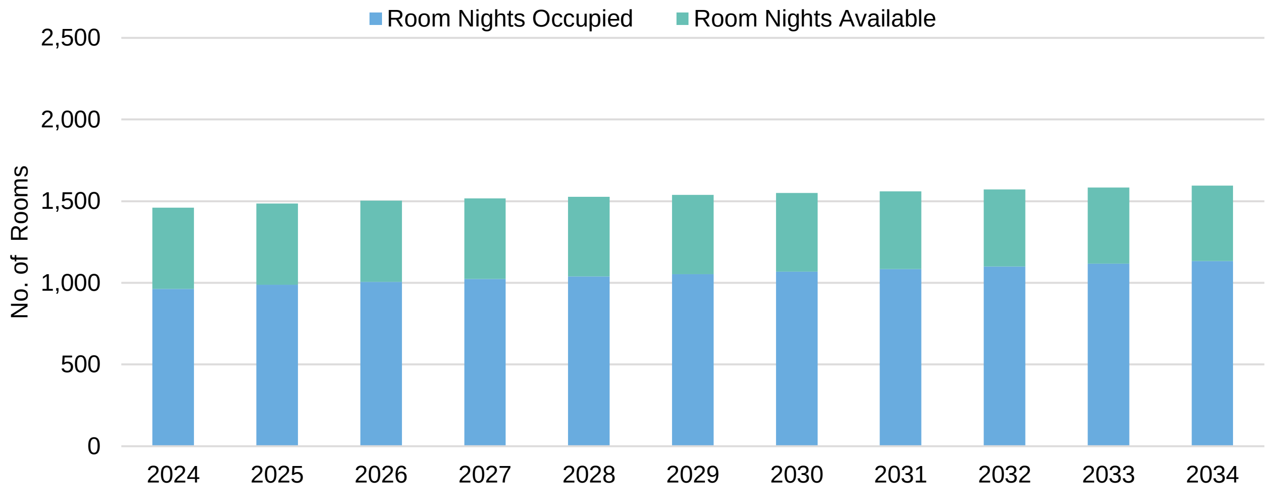
For Scenario B based on a view that supply may not increase to the scale of the base case, this alternative scenario explored lower visitation growth and higher short stay accommodation occupancy rates.

Based on the documented assumptions for the Scenario B, room night demand is modelled to increase over the next decade from 963 to 1,133. Taking into account an increasing occupancy rate (to 71% by 2034) room nights available is modelled to decrease from 496 to 463.

A staff to bed ratio was applied to modelled room demand figures to determine staffing requirements over the next decade. This equates to an increase of 37 employees over the coming decade.

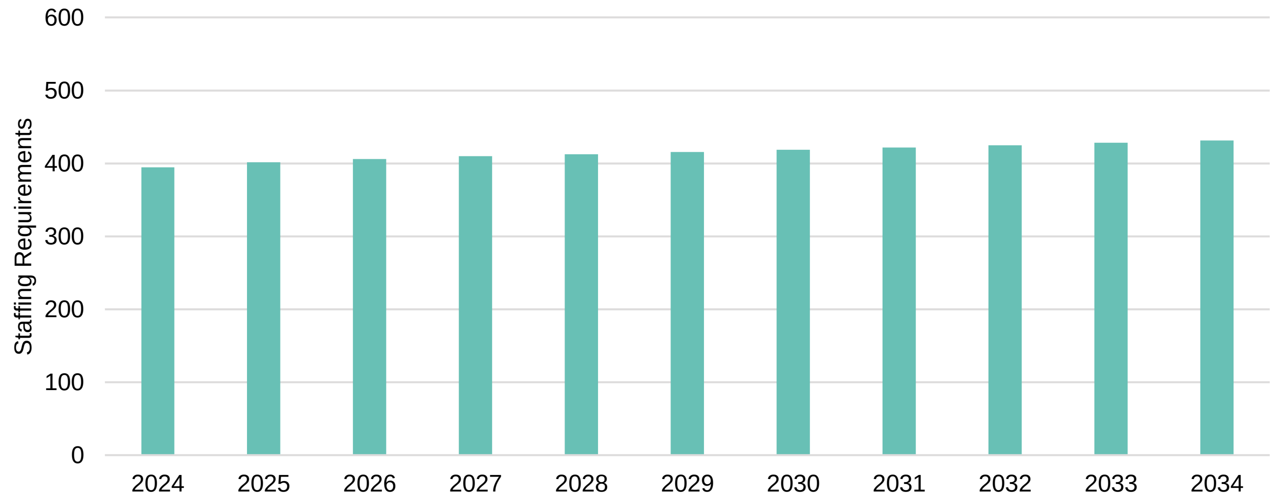
The alternative scenario shows how constraints on availability causing higher occupancy impact room demand. This scenario also shows the impact of limited new developments causing a lower year-on-year growth rate.

ROOM DEMAND, BROOME, 2023-34



Source: Urbis, ABS, TRA

STAFFING REQUIREMENTS, BROOME, 2023-34



Source: Urbis, ABS, TRA

03

MARKET OPPORTUNITY

KEY INSIGHTS

1. **Seasonality of Broome a key challenge.** Accommodation operators need to consider whether to shut down over the wet season and re-hire staff the following season or operate under low occupancy conditions. Indoor facilities for tourists could mitigate the impact of the wet season.

2. **Broome International Airport has capacity for expansion.** Approximately double the flights currently operating can be accommodated, including international flights which are not currently available. However, airlines are reluctant to provide more flights without additional accommodation being developed.

3. **Community needs to be supportive.** Any development needs to be in keeping with community preferences in terms of appropriate use of land, building height and environmental impacts.

4. **Luxury cruise operations have expanded in recent years.** There is an opportunity for accommodation to be used pre- and post-cruise, particularly if it is sold as a package to ensure additional nights are stayed in Broome.

5. **Worker accommodation is essential.** The seasonal nature of Broome means many workers are unlikely to reside locally. With a lack of worker accommodation in Broome, to succeed any accommodation development will need to provide on-site or nearby worker accommodation. The base case scenario could see an additional 150+ workers needing accommodation.

ACCOMMODATION DEMAND|
STAKEHOLDER ENGAGEMENT SUMMARY

APPROACH

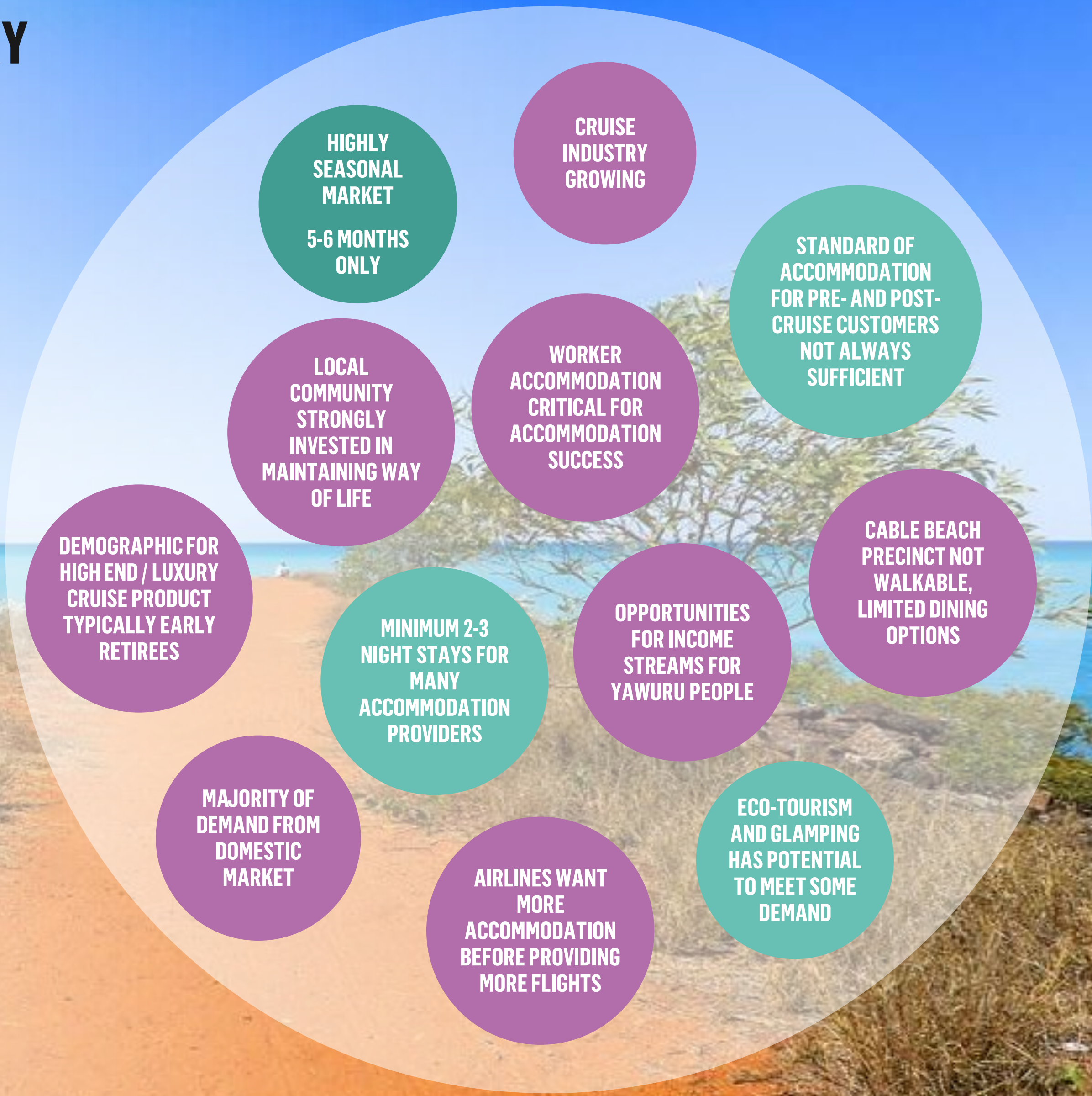
A range of tourism market stakeholders were engaged with to better understand the nuances of the Broome tourism market. These included people involved in:

- Resort operations
- Luxury / high end tours
- Cruise industry
- NBY
- Local and state government
- Broome Chamber of Commerce
- Broome Airport
- Accommodation wholesale

Key commentary is summarised, right. Details of the stakeholder engagement meetings are appended to this report.

KEY FINDINGS

- The seasonality of the Broome tourism market was the key factor that defines success of nearly all tourism activity. With a season of April-September and a peak of June-July, the length is much shorter than similar latitudes on Australia's east coast. The short season makes it difficult to justify investment in new built products.
- A number of cruise and land-based tour operators indicated that a gap in the accommodation market was at the high end / luxury positioning. However, the demand from large groups for short stays and over the peak period creates significant difficulties for accommodation providers to meet demand.



ACCOMMODATION DEMAND| MARKET SOUNDING SUMMARY

APPROACH

A range of accommodation operators and developers were engaged with to identify which sites offered the best opportunities to the accommodation market. These were:

- Bailey Group;
- Mackerel Islands;
- Hilton;
- Marriott;
- The Tailor; and
- Hesperia.

Key commentary is summarised, right. Details of the market sounding meetings are appended to this report.

KEY FINDINGS

- The potential of Broome to support additional accommodation development was well-recognised across the groups engaged with.
- Of the sites presented, Broome Camp School was most highly regarded, followed by Cable Beach Triangle. Direct access to the beach and the Cable Beach location were considered critical to success of premium positioned tourist development.
- Murray Road and the gold club were considered as having some potential for accommodation product but not at the premium end of the market.
- Key barriers identified were:
  - Identifying a developer with the capacity and funds to take a challenging project;
  - Costs of development – construction of cyclone-rated built product, holding costs, securing finance, approvals; and
  - Gaining community support.
- Other barriers to development of tourism product depended to some extent on the skillsets of each organisation – for example identifying suitable sites and navigating the planning system.
- De-risking the development process through this study was highly regarded as a strong step forwards to development of new short-stay accommodation.

ACCOMMODATION DEMAND| ACCOMMODATION DEVELOPMENT OPPORTUNITIES

Key short-stay accommodation barriers / issues and opportunities identified through the stakeholder engagement and market sounding are summarised, below, and key success factors, right. This information has been used to inform the site options and concept designs for the preferred sites.

SUCCESS FACTORS

Uniquely Broome experience

Leverage proximity to upgraded Cable Beach

Facilities to extend opening season

Accommodate operational workforce on site

Bring a new brand and accommodation typology to Broome

KEY BARRIERS / ISSUES

BARRIER / ISSUE	CAUSE	MITIGATING MEASURES
Seasonal destination	▪ Wet, hot summer ▪ Cyclone risk area	▪ Indoor conference / function facilities to attract business travellers in the shoulder / off-peak ▪ Design to cater for high temperatures, heavy rainfall and potential cyclone events
Expensive/ long flights	▪ Remote location ▪ Limited direct flights ▪ No international flights	▪ Additional accommodation provides an opportunity to lobby airlines for additional direct flights ▪ New accommodation aimed at a less cost-sensitive market
Cost of construction	▪ Remote location ▪ Inflation	▪ De-risk sites for potential developers prior to going to market
Attracting staff	▪ Remote location ▪ Lack and cost of housing	▪ Provide worker accommodation within the development for staff

ALIGNMENT OF ACCOMMODATION OPPORTUNITIES

ACCOMMODATION TYPES

- High end / luxury – highest priority
- Serviced apartments – high priority
- Mid level – moderate priority
- Budget – moderate priority
- Tourist park – moderate priority
- Include on-site worker accommodation

ACCOMMODATION LOCATION

- Cable Beach area the only location for luxury accommodation product.
- Current planning controls in Cable Beach already zone the area for Tourism land uses.
- Locations on the Riddell Beach and Roebuck Bay areas would need to provide significant internal amenity to achieve high end status, more suitable for budget accommodation and tourist parks.

ACCOMMODATION SCALE

- Ability to accommodate large tour / cruise groups – 30+ people
- Respond to the unique characteristics of each site and the landscape to determine appropriate scale
- Luxury offerings providing a more private experience to focus on quality over quantity

ACCOMMODATION ATTRIBUTES

- Provide a uniquely Broome experience
- Amenities within development for larger sites
- Provide views of ocean where possible
- Conference, function and restaurant facilities

04

SITE OPTIONS ANALYSIS

KEY INSIGHTS

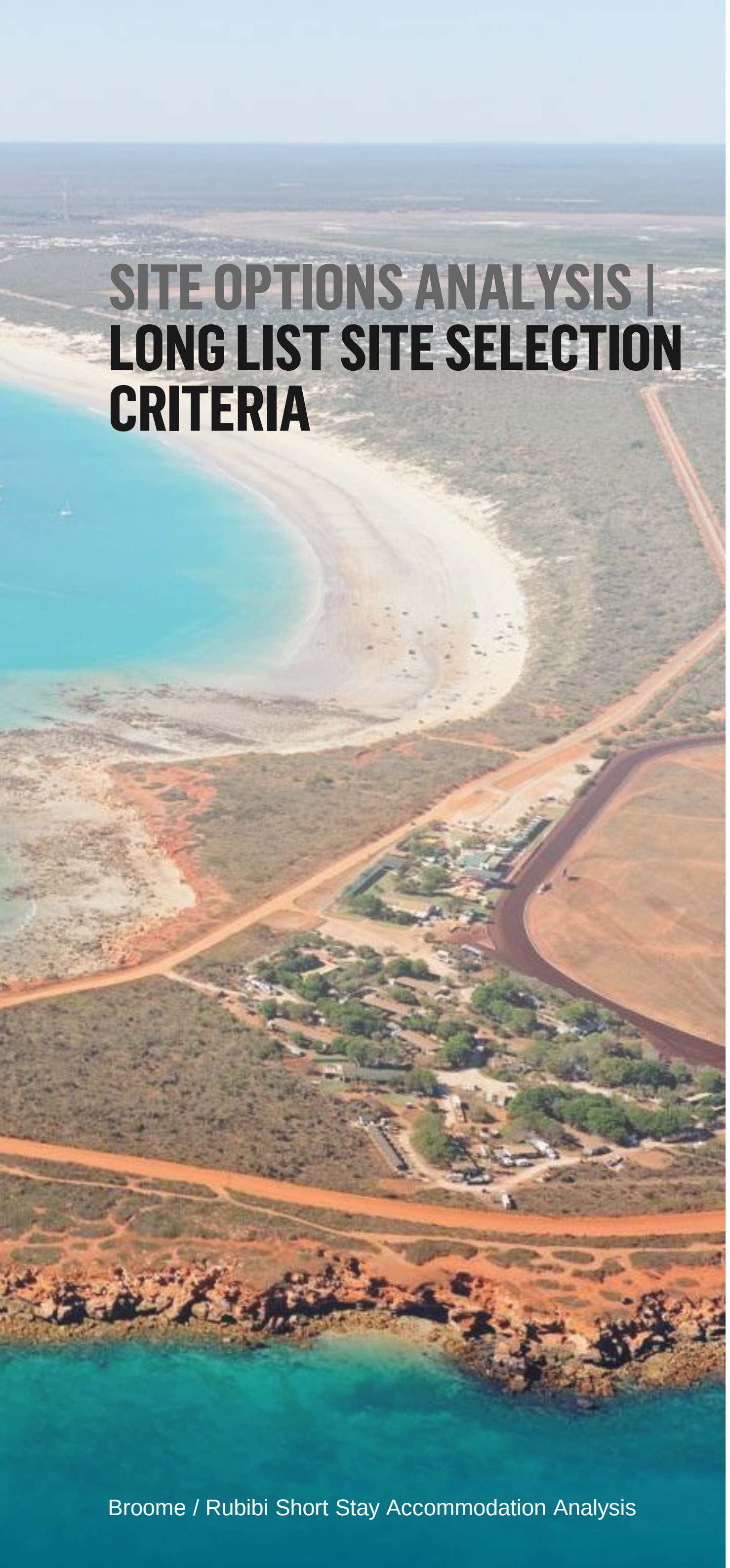
1. **A variety of site options available.** There are a number of sites in government, private and NBY ownership that are not currently developed for their highest and best use with suitable characteristics for a range of different accommodation types, from a luxury or high-end resort with beach-front access, to serviced apartments, eco-tourism / glamping, eco-tourism and caravan park/camping.

2. **Short term development options are sought.** Several sites were identified as being excellent medium term development options, however a short term option is sought to bring accommodation to market sooner rather than later.

3. **Luxury and high-end suitable sites were the key focus.** These types of accommodation are most difficult and costly to develop and are a key market gap.

4. **Broome Camp School was identified as the most attractive site.** Through market sounding and site analysis this offered the most potential for a luxury accommodation development. However, as a suitable alternative site for school camps would need to be identified and purchase or lease negotiated, it would be premature at this stage to complete a business case to develop the site. This could be pursued at a later stage as the Broome tourism market continues to grow and mature.

5. **Two sites were identified for further feasibility testing: Cable Beach Triangle and Murray Rd.** Located within the Cable Beach Tourism zone both sites are well-located to leverage the Cable Beach foreshore redevelopment and beach itself. Both sites are in NBY ownership and are expected to offer a range of economic and social benefits for NBY and the wider Broome community. The sites are separated by Cable Beach Rd West. This close proximity gives potential for cross-usage of the sites if they are both developed.



SITE OPTIONS ANALYSIS | LONG LIST SITE SELECTION CRITERIA

A long list of site options was developed in consultation with the project steering group. Key criteria were considered along with sites put forward by steering group members and selected by the consultant team.

Key criteria were applied to the long list options to develop a short list for further assessment.

LONG LIST ASSESSMENT CRITERIA

CRITERION	DESCRIPTION
Land Zoning	▪ Land already zoned for tourism purposes or has potential to be suitability zoned in the future. ▪ Adjacent or nearby land uses are not likely to unduly impact or be impacted by development of tourism accommodation on the site.
Land Availability	▪ Land is likely to be available or desirable to develop for tourist accommodation purposes.
Views / Outlook	▪ The site option provides favourable views or outlooks to the surrounding landscape.
Nearby Amenities	▪ Nearby amenities within walking distance that provide tourist experiences (e.g. beaches, parks, restaurants, recreation, etc.).
Highest and Best Use	▪ The ability of the option to provide a higher and better use of the land.
NBY Opportunities	▪ The ability of the option to contribute positively to the NBY Corporation goals.

SITE OPTIONS ANALYSIS | LONG LIST

1 MALINGBARR (KENNEDY HILL) RESERVE

- Cultural heritage significance
- Flagged as a potential site for the Kimberley Centre for Cultural Art and Story

2 NILLIR IRBANJIN (ONE MILE) RESERVE

- Coastal hazard risk area potentially requires significant work to accommodate development and may not be supported by the community

3 MURRAY ROAD

- Tourism zoning & proximity to Cable Beach
- Confirmation of tenure is pending potential land swap for Demco Site
- Bushfire & drainage considerations

4 FORMER CROCODILE PARK

- Private ownership
- Significant Vegetation

5 GOLF COURSE SITE

- Bushfire & drainage considerations
- Adjacent industrial uses
- Potential TEC present and site is identified as a "Landscape protection area"
- Zoned as "coastal"

6 GANTHEAUME POINT

- Zoned as "coastal Reserve" and located within a landscape protection area and coastal hazard risk area
- Requires rezoning
- Known cultural sensitivities

7 CABLE BEACH TRIANGLE

- Zoned for tourism
- Located within a "protection zone"
- Coastal risk elements and "landscape protection area" identification

8 SANCTUARY ROAD

- Tourism zoning
- Large parcel

9 BROOME TURF CLUB

- Opportunity for periodic accommodation
- Operational requirements of turf club to be considered

10 WASTEWATER TREATMENT PLANT & ADJOINING SITE

- Requires relocation of the wastewater treatment plant
- Adjoining site zoned "development" within the draft scheme

11 PARKS & WILDLIFE SERVICES SITE

- Government ownership
- Existing use will require relocating
- Close proximity to the beach

12 MILLINGTON ROAD

- Larger land parcels within private ownership

13 MULTIPLE WATERFRONT SITES

- Tourism zoning and large parcels
- Fragmented parcels

SITE OPTIONS ANALYSIS | LONG LIST ASSESSMENT

SITE	EVALUATION	OUTCOME
1. Malingbarr (Kennedy Hill) Reserve	Location not suitable for short stay due to high cultural value of the area and plans to develop a cultural centre on site.	Not pursued
2. Nillir Irbanjin (One Mile) Reserve	Site has potential for a stop-over caravan park / camp site if additional land is required for this in the future. Lack of proximity to amenities and view means it is not suitable for most types of tourist accommodation.	Not pursued
3. Murray Road	RAC interested in expanding into this site, but don't need the entire block. Potential for additional accommodation as well if this goes ahead. Previous discussions of future shopping precinct here. Likely suitable for 4 star offering.	Short list
4. Former Crocodile Park	Good access to redeveloped Cable Beach, may be impacted by road realignment / road reserve.	Short list
5. Golf Course Site	Location not suitable for short stay due to likely land use conflicts with nearby pistol club, interface with cultural considerations.	Not pursued
6. Gantheaume Point	Has potential for eco-tourism, need stakeholder input. Likely to be considerable cultural and environmental constraints. Site visit but no service assessment undertaken.	Not pursued
7. Cable Beach Triangle	Suitable location for high end / premium accommodation, NBY site. Size and lack of views a challenge. Sea wall protection required. Community pushback likely, environmental and cultural heritage considerations. Low impact development may be required.	Short list
8. Sanctuary Road	Shire have plans to develop as a caravan park / key worker accommodation / retirement village. Previously TWA put up for sale. Not suitable for high end accommodation, potential to create internal amenity and provide a moderate – high end offering. Unsure about access to the beach from this location.	May be suitable for investigation in the future
9. Broome Turf Club	May have potential for low impact tourism, challenges in servicing, community perceptions and type of built product. Has been proposed in the past.	May be suitable for investigation in the future
10. Wastewater Treatment Plant & adjoining site	Longer term prospect, need to understand if land is contaminated or if other development impediments exist, close to amenities of the golf club, potential for a large resort and / or eco-tourism precinct that can interface with the golf club.	Short list
11. Parks & Wildlife Services Site	Longer term prospect – existing use a challenge. Future uses could include offices, serviced accommodation. Close to Town Beach and Chinatown, existing caravan park, the Oaks (serviced apartments).	May be suitable for investigation in the future
12. Millington Road land	Land ownership should be investigated, location suitable for high end accommodation. Cable Beach Club / Hawaiian may be interested in opportunity for expansion. Previous structure plan for a main street development. Additional TWA land on Sanctuary Rd – land owner is interested in developing.	Short list
13. Multiple Cable Beach waterfront sites	Best location for premium resort. Department of Education owned site, underdeveloped considering the location. May be used for access to Cable Beach. School holiday camp (sports and educational) is current use, would need to provide alternative site for this activity. Cultural and community expectations will need to be managed.	Short list

SITE OPTIONS ANALYSIS | SHORT LIST SITE SELECTION CRITERIA

A short list of site options was developed in consultation with the Tourism WA project team and the project steering group. Key criteria were applied to the short list of sites to identify a preferred option.

SHORT LIST ASSESSMENT CRITERIA

CRITERION	DESCRIPTION
Competitive and Sustainable Visitor Destination	▪ The ability of the option to contribute to a sustainable visitor economy within Broome and surrounds by delivering services and amenities that support visitation and expenditure growth.
Natural Environment and Heritage	▪ Developing the site for tourist accommodation purposes will not unduly impact the existing natural environment and heritage, with preference given to sites already cleared. ▪ The ability of the option to contribute to the promotion, enhancement and conservation of the natural landscape and heritage features within the subject site. ▪ The ability of the option to capitalise on the unique experiences the subject site offers and the cultural identity of Broome. ▪ Minimal or mitigatable risks are posed by the natural environment to the intended operations of the site.
Local Community	▪ The site option is likely to be well-received or neutral to the Broome community and active community groups.
Cultural Heritage and NBY Opportunities	▪ The site option is sensitive to cultural heritage values of the site and in line with the cultural heritage goals for Broome. ▪ The ability of the option to contribute positively to the NBY Corporation goals.
Economic Sustainability	▪ The ability of the option to support an innovative and commercially diverse economy within Broome. ▪ The ability of the option to provide opportunities for new businesses, employment and quality investment.
Property Asset Optimisation	▪ The ability of the site to maximise tourism asset development opportunities. ▪ Infrastructure investment to develop the site is likely to be available in a timely manner and within project feasibility limits.

SITE OPTIONS ANALYSIS | SHORT LIST ASSESSMENT – SITE PROFILES

CRITERIA	SITE 3: MURRAY ROAD	SITE 4: FORMER CROCODILE PARK	SITE 7: CABLE BEACH TRIANGLE	SITE 10: WASTE WATER TREATMENT PLANT	SITE 12: MILLINGTON ROAD LAND	SITE 13: MULTIPLE CABLE BEACH WATERFRONT SITES
Address/s	Lot 705, Lot 703 Murray Beach Road Lot 704 Cable Beach Road	14, 16, 18 Cable Beach Road West	Lot 2790 & 2791 Cable Beach Road West	Lot 1639 Clementson St	5, 8, 9 Sanctuary Road 4, 6, 10, 12 Millington Road 45 Oryx Road	7, 9, 11, 13, 13A Millington Road
Size	17.5821 ha {14.1831 ha}	3.301 ha	6.0469 ha	12.829 ha	17.0803 ha	20.6811 ha
Tenure	100% State	39% Private (Business) 61% Private (Owner)	100% State	100% State	100% Private Ownership (Business)	25% State 21% Private (Business) 54% Private (Owner)
Zoning / policy controls	Tourist Development Zone Parks, Recreation and Drainage (Local Scheme Reserve)	Tourist Development Zone	Tourist Development Zone Broome Townsite Coastal Hazard Risk Management and Adaptation Plan (Local Planning Policy 5.23)	Infrastructure Services Special Control Area - Flood prone land Special Control Area - Landscape protection Area	Tourist Development Zone	Tourist Development Zone
Site cover	55% (Tourist Development) PR = 0.6	55% (Tourist Development) PR = 0.6	55% (Tourist Development) PR = 0.6	N/A	55% (Tourist Development) PR = 0.6	55% (Tourist Development) PR = 0.6
Coastal risks	N/A	N/A	Coastal Hazard Risk - Coastal Erosion and Inundation	Coastal Hazard Risk – Coastal Erosion	N/A	Coastal Erosion and Inundation
Development footprint potential	**Tourist Development** - Developed up to a maximum of R40. Tourist land use must occupy 60% of the site area and 60% of the total units. **Parks, Recreation, Drainage** 3.3990ha reserved as Parks, Recreation and Drainage.	**Tourist Development** - Developed up to a maximum of R40. - Tourist land use must occupy 60% of the site area and 60% of the total units.	**Tourist Development** - Developed up to a maximum of R40. Tourist land use must occupy 60% of the site area and 60% of the total units.	N/A	**Tourist Development** - Developed up to a maximum of R40. - Tourist land use must occupy 60% of the site area and 60% of the total units.	**Tourist Development** - Developed up to a maximum of R40. - Tourist land use must occupy 60% of the site area and 60% of the total units.

SITE OPTIONS ANALYSIS | SHORT LIST ASSESSMENT - CONSTRAINTS

CRITERIA	SITE 3: MURRAY ROAD	SITE 4: FORMER CROCODILE PARK	SITE 7: CABLE BEACH TRIANGLE	SITE 10: WASTE WATER TREATMENT PLANT	SITE 12: MILLINGTON ROAD LAND	SITE 13: MULTIPLE CABLE BEACH WATERFRONT SITES
Topography	2% grade across the site	Not assessed	0.6% grade across the site	Moderate slope from North East corner to South West corner of lot, from RL 13 m AHD to RL 9 m AHD	1% grade across the site	Steep slope rear of lots
Environmental considerations	Environmental assessment to be undertaken by NBY	Not assessed	Environmental assessment required	Not assessed	Not assessed	Not assessed
Community considerations	Refer to draft precinct plans	Refer to draft precinct plans	Refer to draft precinct plans	Future consideration once water treatment plan is moved	Refer to draft precinct plans	Refer to draft precinct plans

SITE OPTIONS ANALYSIS | SHORT LIST ASSESSMENT - OPPORTUNITIES

CRITERIA	SITE 3: MURRAY ROAD	SITE 4: FORMER CROCODILE PARK	SITE 7: CABLE BEACH TRIANGLE	SITE 10: WASTE WATER TREATMENT PLANT	SITE 12: MILLINGTON ROAD LAND	SITE 13: BROOME CAMP SCHOOL
Topography	Relatively flat	Relatively flat	Relatively flat	Flat	Relatively flat	Relatively flat
Views	Potential ocean views from second storey buildings	Potential ocean views from second storey buildings	Potential ocean views from elevated / second storey buildings	Potential ocean views from second storey buildings	Potential for ocean views from third storey buildings	Ocean views from ground level buildings
Proximity to tourism destinations	▪ < 5 min walk to Cable Beach (access path required) ▪ < 5 min walk to Divers Tavern, Cable Beach General Store and Café ▪ 10 min drive to Broome town centre	▪ < 5 min walk to Cable Beach ▪ > 5 min walk to Zanders Cable Beach, Spinifex Brewery, Zookeepers, Divers Tavern, Cable Beach General Store and Café ▪ 10 min drive to Broome town centre	▪ Direct access to Cable Beach ▪ > 5 min walk to Zanders Cable Beach ▪ 10 min drive to Broome town centre	▪ Direct access to Simpson Beach ▪ < 5 min drive to golf club rooms, Town Beach, Broome historical museum, Kimberley Art Gallery, 5+ restaurants / cafes ▪ 5-10 min drive to Broome town centre	▪ 5-10 min walk to Cable Beach ▪ 5-10 walk to The Millie Café ▪ 10 min drive to Broome town centre	▪ Direct access to Cable Beach ▪ < 5 min walk to Zanders Cable Beach ▪ 5-10 min walk to Zookeepers ▪ 10 min drive to Broome town centre
Accommodation type suitability	▪ Mid level - high end resort / hotel ▪ Serviced apartments ▪ Tourist park ▪ Accommodation worker housing	▪ Mid level - high end resort / hotel ▪ Serviced apartments	▪ Luxury / high end hotel or eco-cabins	▪ Budget - mid level resort / hotel ▪ Tourist park ▪ Accommodation worker housing	▪ Mid level resort / hotel ▪ Serviced apartments ▪ Tourist park ▪ Accommodation worker housing	▪ Luxury / high end resort or hotel
Potential positive social impacts	▪ NBY owned – potential for revenue stream, employment ▪ Site scale allows potential for range of accommodation types and residential development (which can fund accommodation development)	None noted	▪ NBY owned – potential for revenue stream, employment	None noted	None noted	Alternative site will need to be found and development funded to avoid negative social impacts
Highest and best use of the land	▪ Currently uncleared – depends on environmental assessment	▪ Site in key location at Cable Beach entry area needs an active land use	▪ Currently uncleared – depends on environmental assessment	▪ Site will need a new land use once water treatment plant is moved	▪ Accommodation / residential suited to underdeveloped sites ▪ Uncleared sites – depends on environmental assessment	▪ Accommodation and food / beverage

DEVELOPMENT ANALYSIS | SITE 1 – CABLE BEACH TRIANGLE

CRITERIA	SITE 7: CABLE BEACH TRIANGLE
Address/s	Lot 2790 & 2791 Cable Beach Road West
Size	6.0469 ha
Zoning / policy controls	Tourist Development Zone Broome Townsite Coastal Hazard Risk Management and Adaptation Plan (Local Planning Policy 5.23)
Development footprint potential	**Tourist Development** - Developed up to a maximum of R40. Tourist land use must occupy 60 % of the site area and 60% of the total units.
Topography	Relatively flat
Views	Potential ocean views from elevated / second storey buildings
Proximity to tourism destinations	▪ Direct access to Cable Beach ▪ > 5 min walk to Zanders Cable Beach ▪ 10 min drive to Broome town centre
Accommodation type suitability	▪ Luxury / high end hotel ▪ Low impact cabins
Potential positive social impacts	▪ NBY owned – potential for revenue stream, employment
Highest and best use of the land	▪ Currently uncleared – depends on environmental assessment

DEVELOPMENT ANALYSIS | SITE 2 – LOTS 703, 704 & 705 MURRAY ROAD

CRITERIA	SITE 3: MURRAY ROAD
Address/s	Lot 705, Lot 703 Murray Beach Road Lot 704 Cable Beach Road
Size	17.5821 ha {14.1831ha} Expected development area ~ 12 ha
Zoning / policy controls	Tourist Development Zone Parks, Recreation and Drainage (Local Scheme Reserve)
Development footprint potential	**Tourist Development** - Developed up to a maximum of R40. Tourist land use must occupy 60% of the site area and 60% of the total units. **Parks, Recreation, Drainage** 3.3990 ha reserved as Parks, Recreation and Drainage.
Topography	Relatively flat
Views	Potential ocean views from second storey buildings
Proximity to tourism destinations	▪ < 5 min walk to Cable Beach (access path required) ▪ < 5 min walk to Divers Tavern, Cable Beach General Store and Café ▪ 10 min drive to Broome town centre
Accommodation type suitability	▪ Mid level - high end resort / hotel ▪ Serviced apartments ▪ Tourist park ▪ Accommodation worker housing
Potential positive social impacts	▪ NBY owned – potential for revenue stream, employment ▪ Site scale allows potential for range of accommodation types and residential development (which can fund accommodation development)
Highest and best use of the land	▪ Currently uncleared – depends on environmental assessment

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APPENDICES

APPENDICES | ACCOMMODATION AUDIT

NAME	ADDRESS	TYPE	ROOM CAPACITY	STAR RATING
Pinctada McAlpine House	55 Herbert Street, Broome WA 6725	Hotel	8	5 Star
The Pearle of Cable Beach	14 Millington Rd, Cable Beach WA 6726	Hotel	103	5 Star
Cable Beach Club	28 Cable Beach Rd W, Cable Beach WA 6726	Hotel	Not Provided	5 Star
Coco Beach Bungalows	6 Sanctuary Rd, Cable Beach WA 6726	Hotel	24	4 Star
Broome Beach Resort Cable Beach	4 Murray Rd, Cable Beach WA 6726	Hotel	29	4 Star
Bali Hai Resort & Spa	6 Murray Rd, Cable Beach WA 6726	Hotel	37	4 Star
Blue Seas Resort	10 Sanctuary Rd, Cable Beach WA 6726	Hotel	37	4 Star
Moonlight Bay Suites	51 Carnarvon St, Broome WA 6725	Hotel	50	4 Star
Mantra Frangipani Broome	15 Millington Rd, Broome WA 6726	Hotel	54	4 Star
Habitat Resort Broome	225 Port Dr, Broome WA 6725	Self-catering apartments / villas	66	4 Star
Kimberley Sands Resort	10 Murray Rd Cable Beach WA 6726	Hotel	72	4 Star
Seashells Broome	4/6 Challenor Dr, Cable Beach WA 6726	Hotel	91	4 Star
Oaks Broome	99 Robinson St, Broome WA 6725	Hotel	173	4 Star
Oaks Cable Beach Resort	11 Oryx Road, Cable Beach WA 6726	Hotel	194	4 Star
The Billi Resort	95 Oryx Road, Cable Beach WA 6726	Hotel	Not Provided	4 Star
Mangrove Hotel	47 Carnarvon St, Broome WA 6725	Hotel	60	3 Star
The Continental Hotel Broome	Weld St, Broome WA 6725	Hotel	103	3 Star
Broome Time Resort Cable Beach	1 Cable Beach Rd E, Cable Beach WA 6725	Hotel	Not Provided	3 Star
Roebuck Bay Hotel	4 Dampier Terrace, Broome WA 6725	Hotel	37	2.5 Star
Kimberley Travellors Lodge	9a Bagot St, Djugun WA 6725	Backpackers' Hostel	22	2 Star
Cable Beach Backpackers	12 Sanctuary Rd, Cable Beach WA 6726	Backpackers' Hostel	25	2 Star
Broome Caravan Park	14 Wattle Dr, Roebuck WA 6725	Caravan park	3	-
Reflections Broome	69 Demco Dr, Broome WA 6725	Self-catering apartments / villas	5	-
Bayside Holiday Apartments	Hamersley St, Broome WA 6725	Self-catering apartments / villas	12	-
Cable Beachside Villas	2 Murray Rd, Cable Beach WA 6726	Self-catering apartments / villas	16	-
Roey Backpackers & Party Bar	4 Dampier Terrace, Broome WA 6725	Backpackers' Hostel	18	-
Kooljaman Hotel	Broome-Cape Leveque Rd, Broome WA 6725	Self-catering apartments / villas	21	-
Broome Vacation Village Caravan Park	122 Port Dr, Broome WA 6725	Caravan Park	24	-
Beaches Of Broome	4 Sanctuary Rd, Cable Beach WA 6726	Self-catering apartments / villas	42	-
Discovery Parks Broome (Cabins)	91 Walcott St, Broome WA 6725	Caravan Park	49	-
Eco Beach Resort	323 Great Northern Hwy, Broome WA 6725	Self-catering apartments / villas	54	-
RAC Cable Beach Holiday Park	1 Murray Rd, Cable Beach WA 6726	Caravan Park	56	-
Broome's Gateway Pet Friendly Caravan Park	3000 Broome Rd, Broome WA 6725	Caravan park	Not Provided	-
Cable Beach Caravan Park	8 Millington Rd, Cable Beach WA 6726	Caravan Park	Not Provided	-
Tarangau Caravan Park	16 Millington Rd, Cable Beach WA 6726	Caravan Park	Not Provided	-
Breezes Apartments	14 Bin Sallik Ave, Cable Beach WA 6724	Self-catering apartments / villas	Not Provided	-
Cable Beach Apartments	2 Murray Rd, Cable Beach WA 6726	Self-catering apartments / villas	Not Provided	-

APPENDICES | SHORT STAY DEMAND FORECASTS MODELLING ASSUMPTIONS

ASSUMPTION	HISTORIC (2009-19)	SCENARIO A (2024-34)	SCENARIO B (2024-34)	COMMENTS
International Visitor Nights – CAGR (%)	2.94%	2.44%	1.22%	Scenario A adopts the TRA annual visitor nights forecast for WA as a growth benchmark for Broome match. Scenario B assumes a 50% reduction in growth to reflect an alternative lower growth scenario without short-stay supply growth.
Domestic Visitor Nights – CAGR (%)	2.77%	5.26%	2.63%	Scenario A adopts the TRA annual inbound visitor arrivals forecast for Australia as a growth benchmark for Broome to match. Scenario B assumes a 50% reduction in growth to reflect an alternative lower growth scenario without short-stay supply growth.
Occupancy Rate	66%	66%	~ 69%	Forecast A in line with historic ABS Accommodation Survey data. Forecast B adopts an increasing occupancy rate from 66% in 2024 to 71% by 2034, reflecting a constrained growth scenario in which aged accommodation and lack of new supply expansion lifts occupancy by 0.5% p.a
Share of Short Stay Accommodation	44%	44%	44%	In line with historical TRA average share of short-stay accommodation nights
Guests per Hotel Room	1.7 - 1.9	1.8	1.8	Assumed to stabilise at 1.8 guests per room
Staff to bed ratio	3.7	3.7	3.7	In line with historic ABS Accommodation Survey data

Source: Urbis, ABS, Tourism forecasts for Australia: 2023 to 2028 Tourism Research Australia

APPENDICES | MARKET SOUNDING

	DEVELOPER / OWNER	PROPERTIES DEVELOPED / OWNED	LOCATIONS	DISCUSSIONS HELD (Y/N)
1	Salter Brothers	Crowne Plazas, Hyatt, Intercontinental and VOCO properties.	Australia's East Coast, USA	N
2	Mulpha	Intercontinental, Bimbadgen, Edgewater etc.	Worldwide (Incl. Eastern Seaboard)	N
3	Wyndham	Eco Beach Resort (Broome), Club Wyndham (hotels), Ramada By Wyndham (hotels) and Ramada Resorts.	Worldwide (Incl. Broome)	N
4	Tattarang/Fiveight	Ningaloo Lighthouse, Indiana Teahouse, Cape Lodge, Walford Astoria (Sydney).	WA, NSW	N
5	Hesperia / COMO	Como The Treasury, Alex Hotel, Murdoch Square (Medi hotel).	WA	Y
6	The Tailor	N/A (currently offer itinerary experiences).	Australia (Incl. WA), NZ	Y
7	Morris Group	The Ville Resort, Ardo, Northern Escape Collection (Lodges).	QLD, Northern UK	N
8	Mackerel Islands Pty Ltd	Mackerel Island Resort, Direction Island Accommodation, Onslow Beach Resort.	WA	Y
9	Baillie Lodges	Luxury Lodges in Eastern Seaboard, NT, SA, Taupō (NZ) and Vancouver (CA).	Australia (Excl. WA), NZ, Canada	Y
10	Marriot International	Multiple luxury and premium brands operating throughout Australia and worldwide including Marriot, Sheraton, W Hotels, Ritz-Carlton, Westin etc.	Worldwide (Incl. WA)	Y
11	Accor (already in Broome)	Multiple in WA, Australia and worldwide including Mantra Frangipani Broome, Bunker Bay, Grand Mercure Margaret River, and brands such as Sofitel, Mantra, Pullman etc.	Worldwide (Incl. Broome)	N
12	Crystalbrook Collection	Crystalbrook hotels and resorts throughout Australia's Eastern Seaboard in Cairns, Newcastle, Port Douglas, Sydney, Brisbane and Byron Bay.	Australia's East Coast	N
13	Abercrombie and Kent	Multiple luxury establishments in worldwide including Qualia Hamilton Island.	Worldwide (Incl. QLD)	N
14	Hilton	Mulitple brands	Worldwide	Y
15	Kyko Group			N

APPENDICES | VEGETATION MAP

ABS DEFINITIONS

MEASURE	AUSTRALIAN BUREAU OF STATISTICS DEFINITION
Estimated Resident Population (ERP)	The Estimated Resident Population (ERP) is the official measure of the population of Australia, and is based on the concept of usual residence. It refers to all people, regardless of nationality, citizenship or legal status, who usually live in Australia, with the exception of foreign diplomatic personnel and their families. The ERP includes usual residents who are overseas for less than 12 months and excludes overseas visitors who are in Australia for less than 12 months.
Statistical Area Level 2 (SA2)	The ABS Structures are geographies that the ABS designs specifically for the release and analysis of statistics. This means that the statistical areas are designed to meet the requirements of statistical collections as well as geographic concepts relevant to those statistics. This helps to ensure the confidentiality, accuracy and relevance of ABS data. Statistical Areas Level 2 (SA2s) are medium-sized general purpose areas built to represent communities that interact together socially and economically. Most SA2s have a population range of 3,000 to 25,000 people.

Source: ABS

COVID-19 AND THE POTENTIAL IMPACT ON DATA INFORMATION

The data and information that informs and supports our opinions, estimates, surveys, forecasts, projections, conclusion, judgments, assumptions and recommendations contained in this report (Report Content) are predominantly generated over long periods, and is reflective of the circumstances applying in the past. Significant economic, health and other local and world events can, however, take a period of time for the market to absorb and to be reflected in such data and information. In many instances a change in market thinking and actual market conditions as at the date of this report may not be reflected in the data and information used to support the Report Content.

The recent international outbreak of the Novel Coronavirus (COVID-19), which the World Health Organisation declared a global health emergency in January 2020 and pandemic on 11 March 2020, has and continues to cause considerable business uncertainty which in turn materially impacts market conditions and the Australian and world economies more broadly.

The uncertainty has and is continuing to impact the Australian real estate market and business operations. The full extent of the impact on the real estate market and more broadly on the Australian economy and how long that impact will last is not known and it is not possible to accurately and definitively predict. Some business sectors, such as the retail, hotel and tourism sectors, have reported material impacts on trading performance. For example, Shopping Centre operators are reporting material reductions in foot traffic numbers, particularly in centres that ordinarily experience a high proportion of international visitors.

The data and information that informs and supports the Report Content is current as at the date of this report and (unless otherwise specifically stated in the Report) does not necessarily reflect the full impact of the COVID-19 Outbreak on the Australian economy, the asset(s) and any associated business operations to which the report relates. It is not possible to ascertain with certainty at this time how the market and the Australian economy more broadly will respond to this unprecedented event and the various programs and initiatives governments have adopted in attempting to address its impact. It is possible that the market conditions applying to the asset(s) and any associated business operations to which the report relates and the business sector to which they belong has been, and may be further, materially impacted by the COVID-19 Outbreak within a short space of time and that it will have a longer lasting impact than we have assumed. Clearly, the COVID-19 Outbreak is an important risk factor you must carefully consider when relying on the report and the Report Content.

Where we have sought to address the impact of the COVID-19 Outbreak in the Report, we have had to make estimates, assumptions, conclusions and judgements that (unless otherwise specifically stated in the Report) are not directly supported by available and reliable data and information. Any Report Content addressing the impact of the COVID-19 Outbreak on the asset(s) and any associated business operations to which the report relates or the Australian economy more broadly is (unless otherwise specifically stated in the Report) unsupported by specific and reliable data and information and must not be relied on.

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All surveys, forecasts, projections and recommendations contained in or made in relation to or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

Urbis has made all reasonable inquiries that it believes is necessary in preparing this report but it cannot be certain that all information material to the preparation of this report has been provided to it as there may be information that is not publicly available at the time of its inquiry.

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Urbis acknowledges the important contribution that Aboriginal and Torres Strait Islander people make in creating a strong and vibrant Australian society.

We acknowledge, in each of our offices, the Traditional Owners on whose land we stand.

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