

LANDMARK POSTCODE

# 6530



HMAS Sydney Memorial  
Picture courtesy of Tourism Western Australia

**LOCATION:** Geraldton  
4½ hours North of Perth

**POPULATION:** 33,000

**INDUSTRIES:** Agriculture, fishing, mining, ports

**CLIMATE:** Mediterranean  
Summer 31.6°C – 18.2°C  
Winter 19.5°C – 9.5°C  
Annual rainfall 452.7mm

Those lucky enough to live here believe Geraldton is one of the west's best-kept secrets. With its superb winter climate, ocean backdrop and central location on the WA coastline, it retains the charm of a country town with the beauty of a beachside resort.

Traditionally, Geraldton's economy has relied on farming, wheat and sheep and fishing. Australia's largest lobster fleet operates out of Geraldton, harvesting from the waters around the nearby Abrolhos Islands.

But, like other cities in the west, the resources boom has put the local economy into overdrive. Mining and petroleum is worth more than \$2.6 billion to the region. The mid-west is the state's second largest producer of nickel and gold, but iron ore dominates and three new mines are in the pipeline. The mining industry predicts 8000 new jobs will be created over the next decade.

Resources have made the Port of Geraldton one of Australia's busiest regional ports. More than half its capacity is minerals and iron ore. The port is currently undergoing a \$47 million

upgrade to create a dedicated iron ore berth.

There are plans to further invest in export infrastructure with a \$2 billion deepwater port at Oakajee, 20 kilometres north of Geraldton.

Landmark's Jock Drummond says the resources boom has transformed the real estate market. In the past three years, the city has become a fly-in, fly-out base for miners working across the mid-west and further north.

The influx of young families is driving unprecedented demand for housing and 10,000 residential lots are expected to be released over the next few years.

Jock says there is a big market for lifestyle blocks within twenty minutes of the centre.

Geraldton is the largest city north of Perth. It has two hospitals, good schools with boarding facilities, a TAFE and a new university centre.

The foreshore has recently undergone a \$26 million redevelopment and the CBD will also be revitalised. Several major commercial projects are underway, including a new \$30 million marina hotel.

A nationally significant monument is the harbour-side HMAS Sydney Memorial that honours the lives of 645 Australian sailors lost at sea in 1941.

Locals hope to put the city on the international scientific map with the world's largest radio telescope. Geraldton is one of two cities worldwide in the running for the \$1.3 billion project.

The booming urban economy is in stark contrast to the situation on many farms. Two poor seasons have sapped the confidence of many growers. This has meant a number of very

good properties are on the market at the moment ranging in size from 27,000 acres down to the lifestyle farms of 100-200 acres.

Opportunistic farmers are moving up from Perth, selling land down south for \$5000 or \$6000 an acre and buying large holdings inland from Geraldton for as little as \$100 an acre.

"If the season is good, they will do well. If not, they shut the gates for a year."

But, despite the grim forecast, Geraldton and the mid-west are traditionally very reliable and Jock says there's no doubt that good times will come again.

For further information contact:

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#### PROPERTY GUIDE:

Residential: 3 bedroom house with pool \$300,000.

8 bedroom home with ocean views \$860,000.

Lifestyle: 30 to 100 acres around \$300,000

Larger acreage: from \$100 to \$1000 an acre.