

Working with the property market to care for bushland

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Overall strategic approach for all landholders

- **Gaining greater acceptance of bush values**
- **Removing disincentives and adding incentives**
- **Utilising market based approaches to the fullest possible extent**
- **Providing a safety net**

The market for bushland

- **Varies enormously from area to area**
- **“Wet” and close to a population centre is higher priced**
- **Can be “give-away” if attached to a farm**
- **Some sales happening in dry areas**
- **Sub-division onto separate title increases price (significantly?)**
- **\$30-100,000 the main price range?**
- **A small but growing market?**

Who is buying bush?

- **The uninformed**
- **Lifestyle purchaser**
 - *with minimal or secondary commitment to conservation of bushland*
 - *with a strong commitment to conservation of bushland*
- **Dedicated conservation purchaser**
- **Conservation business purchaser**



Lifestyle

- seclusion
- peace
- bushwalks
- like-minded people

Conservation

- large area “saved”
- sharing the responsibilities of management

Conservation focused business purchaser

- **Supports conservation values,**
- **expects income from an enterprise compatible with conserving bushland.**



Some examples are:

- **seed and flower collectors**

- **“eco” chalets**

- **investment and/or possible tax benefits**

What can we do to help?

- **Implement practical planning policies that cater for bushland as a priority land use**
- **assist the real estate industry to recognise, stimulate and responsibly service an emerging conservation market**
- **provide a safety net for both properties and landholders**

Planning

Subdivision for conservation

- **Important bush**
- **Viable area**
- **Conservation covenant on title**
- **Generally only for one lot**
- **Little, if any, clearing required for survey and servicing of lots**

Planning

Survey strata title

- allocation of specific private lots
- allocation of “common property” where all owners have shared rights and responsibilities;
- “security of purpose” through “management statements” that are attached to the title;
- establishment of a Strata Company of **proprietors** which undertakes management of the “common property; and
- formal processes for dispute resolution should these be necessary.

The market place

Some early experience

- **Personal bushland purchases**
- **Government bushland purchases**
- **Contact with Australian and overseas conservation purchasers**
- **Natural Resources Adjustment Scheme**



Common goals identified

- **Increase the amount of bushland purchased and managed for conservation**
- **Raise the market value of bushland**
- **Assist rural communities to retain bush**
- **Achieve greater flexibility in planning processes**

Memorandum of Understanding



Soil and Land Conservation Council



Real Estate Institute of Western Australia



World Wide Fund for Nature



Marketing Bush for Conservation Values

Products

- **Leaflets**
- **Booklet of examples**
- **Web-site based marketing**
- **Market research**
- **Training/awareness programs for realtors**
- **Realtors bush information file**

Bush from an realtor's perspective

- **A whole new market, with different needs**
- **“Small change” compared to farm sales**
- **Difficulty in “qualifying” the client**
- **Market potential doesn't sell land now**

**Bushland market will tend to attract
specialist agents, and the highly motivated**

Are we doing any good?

- Certainly a more informed and involved real estate sector**
- Some increase apparent in conservation purchases**
- Some direct sales already resulting from our involvement**

But the main benefits will be long term

Some general (side) benefits

- **Involvement in policy level groups**
- **Environmental presentations to REIWA and the Australian Property Institute**
- **Valuers involved in developing Environmental Management Systems**
- **Improving ability to include long term capital value issues in landcare**

The market place

Next time?

- **Give the market place the early support it deserves**
- **Expect a slow start**
- **Work directly with specific agents or local groups of agents?**

Safety Net

- **A Revolving Fund that targets high priority blocks**
- **Case management for difficult cases**
- **Speedy introduction of measures that effectively address social and economic costs**

**Involving the commercial
sector**

**another important string to the
bow**