

Yeramba a blockbuster story

PAULINE PRIEST

YERAMBA Estates has developed residential subdivisions throughout the Central Coast since 1953.

It all began when Stanley (Digger) Johnson developed land and sold it from his car as there was no office.

Current owner and son Bruce Johnson said the Aboriginal meaning of Yeramba was a meeting place under tall gums.

“My Dad would string a canvas Yeramba sign between trees advertising the land sale and sit and wait for people to make inquiries so Yeramba was an apt name for the company,” he said.

Throughout the years an office was developed in Sydney and on the Central Coast, sales people were hired and the private family company grew. Mr Stanley Johnson used to fly an ex-World War II amphibious plane, he would fly prospective purchasers to inspect the land first from the air then land on Lake Macquarie and Tuggerah Lakes to conduct business.

Mr Bruce Johnson said the company would buy a large parcels of land that were developed into residential subdivisions adding services such as tar sealed roads, water, electricity and gas. He worked alongside his father since 1970 until his father died at the age of 85.

“Dad always insisted on bigger blocks and wider roads and we have maintained this with all of our subdivisions,” he said.

Such is the demand for building blocks, on many occasions 60 to 70 blocks have sold within a few hours of release.

Yeramba Estate has developed subdivi-

isions in numerous Central Coast suburbs including Avoca Beach, Terrigal, Narara, Lisarow, Tascott, Kincumber, Kanwal to Lakehaven where 60 blocks were sold in stage one by lunchtime on the first day.

Although it is becoming more difficult to find good residential zoned land, Parkside Gardens Estate stage one at Woongarah has level 700sq m-800sq m blocks, which are larger than usual and all are level which saves on building costs.

Mr Johnson said by the end of this year he hoped to develop blocks in the new Warnervale town centre.

“All our new subdivisions have underground power, telephone, water sewer and gas which adds to the streetscape.

A new generation of Johnsons have joined the firm, with son Scott and daughter Kate carrying on the tradition.



Bruce Johnson, right, with Eric Stammer and Chris Coutsoudes at the new Yeramba Estates subdivision in Woongarah. Inset: Stanley Johnson and his staff coming in from the amphibious plane in a row boat. Picture: WAIDE MAGUIRE

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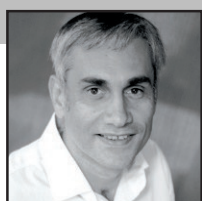
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