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## **MEDIA RELEASE**



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For immediate release

## **Community views sought on Cable Beach strategy**

The Broome community is being asked to share its views on a new Draft Strategy that will guide future land use and development in the Cable Beach tourist area.

The Draft Cable Beach Development Strategy was endorsed by Council at its April 2016 Ordinary Meeting and the community has until 1 June 2016 to make comment.

Broome Shire President, Ron Johnston, said that Council's vision for the Cable Beach precinct was that it continue as the major leisure tourism area of the Shire and include tourist accommodation, restaurants, bars and leisure activities on and around Cable Beach.

"This Draft Strategy encourages new development along Sanctuary Rd and Cable Beach Rd West to incorporate tourist-orientated land uses such as restaurants, day spas or tour offices along the road frontage to increase activity in the area," Cr Johnston said.

"It also contains a Concept Plan with project ideas for the Cable Beach Foreshore including redeveloping the surf club in its current location, investigating relocating the vehicle access ramp, allowing for increased public trading activities and improving public facilities at Cable Beach."

Public consultation during development of the Draft Strategy in 2015 included one-on-one meetings with landowners and other key stakeholders, an online community survey, a photo competition, and a 'come and chat' morning at Cable Beach where the community was able to share what it did and did not like about the area with Shire staff.

"The response during the preliminary consultation was encouraging, with 128 surveys completed by community members, and an analysis of these and other feedback identified some common themes that have been elaborated upon in the recommendations of the Draft Strategy," Cr Johnston said.

The Draft Cable Beach Development Strategy can be viewed at the Shire Administration or on the Shire website at [www.broome.wa.gov.au](http://www.broome.wa.gov.au) and public submissions will be accepted until 4pm on 1 June 2016.

**ENDS**