

Town Beach Place Management Plan 2021 - 2025





OVERVIEW

“Creating an award-winning beautiful place is just the beginning...80% of the success of any public space can be attributed to its ongoing management”.

FRED KENT, PROJECT FOR PUBLIC SPACES

Too often, efforts to improve how a place functions are focused on its design features and hard infrastructure – ‘build it and they will come’.

However, bringing public spaces to life with events and celebrations, ensuring businesses are well-connected and thriving, and elevating a place’s image and identity, are equally vital strategies that can be overlooked.

Local government is often considered the ‘natural home’ for place management due to its responsibility for public realm maintenance and upgrades, hosting local events and support for local businesses.

Successful place management relies on the inclusion and active participation of a wide variety of stakeholders in the design and delivery of place initiatives, with local government playing an enabling role through streamlining processes and making it easier to innovate.

Efforts by the Shire to adopt a proactive place management approach, and levels of interest from businesses, stakeholders and residents to take part and drive ‘bottom-up’ initiatives represent an opportunity to make the most of locations in Broome.

Aboriginal and Torres Strait Islander peoples should be aware that this publication may contain the images of people who have passed away.

SNAPSHOT – TOWN BEACH PRECINCT

Town Beach is a significant location for the Broome community and visitors to the town, with an important role in recreation, culture and heritage.

Town Beach has significant local history and includes colonial heritage sites such as the Pioneer Cemetery, Old Broome Jetty, Catalina Flying Boat wrecks and the Broome Historical Society Museum.

This has always been a place for living for Yawuru people and other countrymen who came to visit and live in the town. The areas known as Guwarri and Jilirrgun hold a great deal of significance.

As well as a fishing and gathering spot for the community, it was a protected area where people could take shelter within caves along the cliff line.

Areas of debris dating back many years (known as middens) have been found in the area and work undertaken, under Yawuru cultural guidance, to acknowledge the heritage in interpretive elements and provide space for families to relax and gather as they would always have done in that place.

Viewing the Staircase to the Moon (when the full moon rises across Roebuck Bay's exposed flood plains to create the illusion of a staircase leading from the beach directly to the full moon) draws thousands of visitors to Town Beach each year, with the iconic natural phenomena occurring only three nights each month.

Night markets are held at Town Beach during these nights, and on additional nights throughout the year, bringing the precinct to life with bustling activity.

The recent redevelopment of Town Beach has enhanced the appeal of the precinct for locals and visitors with the expansion of the children's water park, play areas, BBQ facilities, exercise equipment, lighting, shade structures, and pending jetty construction.



OUR PLAN

The *Town Beach Place Management Plan 2021 – 2025* outlines a holistic, ‘place based’ approach to the management and governance of the Town Beach Precinct.

Adopting a ‘Place Management’ approach to Town Beach involves initiatives and strategies, developed with key stakeholders, to increase active participation within the precinct.

This plan has been developed through the following:

Community Surveying

Shire Officers developed a community survey which was used to gather feedback from the community at the Town Beach official opening event in October 2020.

The survey was also advertised on the Shire Facebook page and distributed through external email distribution lists.

The results from the Community Scorecard Survey 2020 were used to inform and develop actions within this plan

Stakeholder workshop

Key stakeholders were invited to attend a workshop in October 2020 as part of targeted community consultation.

The main objectives of the workshop were to determine what programs, services, events or other initiatives could be considered to activate the precinct, identify current issues relating to the precinct, and formulate key actions for inclusion in the draft plan.

The following stakeholders provided input:

- Shire of Broome (officers and elected members)
- Shinju Matsuri Inc
- Broome Discovery Parks
- Broome Visitors Centre
- Broome Stallholders Association
- Broome Historical Society

At the November 2020 Ordinary Meeting of Council, the Shire Council endorsed an 8-week public comment period on the draft Town Beach Plan 2021 – 2025. Between November 4 to December 31, 2020, Shire Officers implemented a range of community engagement activities to advertise this opportunity and seek feedback on the draft Informing Strategies.

OUR PURPOSE

The Shire of Broome exists to deliver affordable and quality Local Government services, for everyone.

We fulfil the following roles and responsibilities to meet local needs:

- | | |
|-------------------|--|
| Advocate | We are a voice for the local community, promoting local interest in relation to health and safety, climate change, responsible development and more. |
| Facilitate | We help to make it possible or easier to meet community needs. |
| Fund | We help to fund organisations to deliver essential community services including Broome Visitor Centre, Surf Lifesaving, festivals, events and more. |
| Partner | We form strategic alliances with other interest of the community. |
| Provide | We directly provide community infrastructure and services. |
| Regulate | We ensure compliance with local laws. |



OUR ACTIONS

Building upon the research undertaken, the *Town Beach Place Management Plan 2021 – 2025* consolidates a list of key actions for the Shire to focus its efforts for Town Beach activation over the life of this plan.

- These are:
- Deliver a range of initiatives leading to a safe, vibrant and well-used precinct
 - Encourage the community to utilise the precinct



ACTION / / Deliver a range of initiatives leading to a safe, vibrant and well-used precinct

DELIVERABLES	TIMEFRAME			
	21/22	22/23	23/24	24/25
Facilitate the development of the Town Beach Jetty – including site responsive art and interpretation elements.	●			
Provide a Reconciliation Week event to celebrate Broome’s cultural heritage; and increase awareness and acknowledgment of Town Beach’s cultural history as a traditional living area.	●			
Provide School holiday events (Terms 2, 3 and 4) in partnership with service providers to engage youth.	●	●	●	●
Provide additional carparking.	●	●		
Partner with stakeholders to support the delivery of the 80th Anniversary of the Air Raid Memorial Event and Memorial.	●			
Develop a usage, care and maintenance plan to assist in keeping the reserve in a optimum condition.	●	●	●	●
Partner with WA Police to conduct joint patrols with Shire Rangers of Male Oval Precinct, Chinatown, Town Beach, Kennedy Hill, Palmer Rd and other hot spots.	●	●	●	●
Facilitate an investigation into opportunities to stimulate business growth in the precinct.	●	●	●	

ACTION / / **Encourage the community to utilise the precinct**

DELIVERABLES	TIMEFRAME			
	21/22	22/23	23/24	24/25
Facilitate waivers of fees and charges for community group usage.	●	●	●	●
Facilitate the development of the precinct as a trading node.	●	●	●	●
Facilitate the usage of the precinct for active and passive recreation e.g. community walks, National Bike Day, fitness classes.	●	●	●	●
Fund activation initiatives through highlighting place activation as a priority in Community Sponsorship Program, and creating awareness of the Economic, Events and Tourism Development Funding Stream.	●	●		
Facilitate partnerships with community groups and businesses to activate the precinct through uses such as education, events or programming.	●	●	●	●
Facilitate linkages to Chinatown and Cable Beach, such as promotion of footpath networks, trails and public transport.			●	●
Facilitate marketing of facilities , including use of the Explore Broome App; and distribution of marketing collateral to promote use of the amenities.	●	●	●	●
Facilitate alternative transport modes for key events to encourage walking, cycling and the use of public transport.	●	●	●	●



