

MEDIA RELEASE

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For immediate release

Cable Beach lifeguard service to kick off for 2022

Professional lifeguards will take pride of place on Cable Beach next week for dry season patrols, with the Shire of Broome providing the service again in 2022 to keep our community safe.

At the February 2022 Ordinary Meeting of Council, West Coast Water Safety (WCWS) was appointed the three-year contract for provision of Cable Beach Lifeguard Services.

The Cable Beach lifeguard season runs from April to October each year and the 2022 season is kicking off just in time for the Easter break, on April 15.

WCWS are a Perth-based company with experience across the whole of WA, specifically providing water safety, first aid, and sport and event safety.

After the 2021 season resulting in 61 minor first aid responses, five major first aid responses and seven rescue activities, having stable and experienced lifeguards on duty is paramount for the success of the 2022 season.

Shire of Broome president Harold Tracey said after last year's 2021 season being one of the busiest yet, it was great beach goers will be in safe hands with WCWS lifeguards.

"With an approximate 173,000 beachgoers last year and the WA border now open, we are expecting another busy season in 2022," he said.

"It gives me reassurance that Broome locals and visitors are provided with this valuable service and it adds a level of comfort knowing the lifeguards are there to assist and monitor the beach.

"The Broome Surf Lifesaving Club will still cover the Sunday lifeguard shift in a voluntary capacity, and I would like to thank them for their continued support.

"Although the Surf Club building is currently being redeveloped, the lifeguard services are still operating as normal.

"I wish WCWS the best of luck for their debut season and appreciate them carrying out this important service on behalf of the Shire of Broome."

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