



BROOME
CHINATOWN
REVITALISATION

THE HEART AND SOUL OF BROOME

Media Release

4 May 2021

Excitement builds ahead of 2021 Chinatown Discovery Festival

Excitement is building ahead of the 2021 Chinatown Discovery Festival, with an action-packed weekend of events planned in Broome's town centre.

Proudly presented by the Chinatown Revitalisation Project and supported by Horizon Power, the much-loved local event will take place on May 28-30.

The Discovery Festival is a celebration of Broome's rich heritage and diverse community, with 2021's theme 'Growing up in Chinatown'.

A busy schedule of events will take place over the course of the weekend, with activities and events for different tastes and ages, including families and kids. Most of the festival activities are free, making it accessible for all parts of the Broome community.

The program will feature art and photography installations, creative performances, music, food, sand sculptures, street entertainment and much more.

The key event is the Pearlers' Games, featuring fun challenges for individuals and teams, to round off a busy weekend of fun and activity in our town centre.

Shire of Broome deputy president Desiree Male said it was fantastic to have the Chinatown Discovery Festival happening in 2021.

"The festival aims to showcase Chinatown's rich history and character to residents and tourists, while also providing a financial boost for our wonderful local businesses as people attend events around the precinct," she said.

"The events have been planned to complement the first race round of 2021 at Broome Turf Club, so it promises to be a big weekend for Broome."

A full festival program will be marketed prior to the event.



BROOME
CHINATOWN
REVITALISATION

THE HEART AND SOUL OF BROOME

Meanwhile, Stage Two of the Chinatown Revitalisation Project is ongoing, with Broome's town centre being refreshed and reinvigorated this year. It will be exciting to see some sections completed in time for the festival.

For more information on the event and the ongoing Revitalisation Project, visit www.chinatownbroome.com.au.

- ENDS -

For further information contact:

Gareth McKnight, Marketing and Communications Coordinator, Shire of Broome

Phone: (08) 9191 3483

Email: gareth.mcknight@broome.wa.gov.au

www.chinatownbroome.com.au | facebook.com.au/ChinatownBroome | Instagram @ChinatownBroome

About the Broome Chinatown Revitalisation Project

The \$29.3 million Chinatown Revitalisation Project is being delivered jointly by the State Government and the Shire of Broome, with \$22.6 million in funding from the State Government and \$6.7 million from the Shire.

The project is being delivered in two stages, with 10 sub-projects comprising the \$13.8 million Stage One works completed in 2019. Stage Two is currently progressing and includes another nine sub-projects, with construction expected to commence in the last 2020 quarter through to mid 2021.

The aim of the sub-projects is to make the Chinatown precinct more attractive to locals, visitors and businesses, and encourage activity and long-term investment into the heart and soul of Broome.