

Town Beach Place Management Plan 2021 - 2025 DRAFT





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.

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.

The Yawuru people, know the area as Guwarri and it holds a great deal of significance for them.

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 tourists 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

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:

- To enable a vibrant and well used public open space.
- To support and empower the community to activate their precinct and to encourage diverse and community-focussed initiatives to add value to the lifestyle of Broome.
- To publicly participate in, and drive the value of, Town Beach by playing a key role in its use, focusing on the social and cultural importance of creating a vibrant and safe public space for the community.



ACTION // To enable a vibrant and well used public open space

DELIVERABLES	TIMEFRAME			
	21/22	22/23	23/24	24/25
Provide a Reconciliation Week event.	●			
Provide additional carparking.	●	●		
Facilitate alternative transport modes for key events.	●	●	●	●
Provide School holiday events (Terms 2, 3 and 4).	●	●	●	●
Facilitate marketing of facilities.	●	●	●	●

ACTION // To support and empower the community to activate their precinct and to encourage diverse and community-focussed uses that add value to lifestyle of Broome

DELIVERABLES	TIMEFRAME			
	21/22	22/23	23/24	24/25
Facilitate waivers of fees and charges for community group usage.	●	●	●	●
Facilitate linkages to other key precincts in e.g. Chinatown and Cable Beach.			●	●
Facilitate the usage of the precinct for active and passive recreation e.g. community walks, National Bike Day, fitness classes.	●	●	●	●
Advocate for the development of Trading Nodes.	●			
Facilitate the development of a Friends of Town Beach or similar volunteer group.	●	●		

ACTION // To publicly participate in, and drive the value of, Town Beach by playing a key role in its use, focusing on the social and cultural importance of creating a vibrant and safe public space for the community.

DELIVERABLES	TIMEFRAME			
	21/22	22/23	23/24	24/25
Partner with stakeholders to support the delivery of the 2022 Air Raid Memorial Event and Memorial.		●		
Fund activation initiatives through the Community Sponsorship Program.	●	●		
Facilitate an investigation into opportunities to stimulate business growth in the precinct.	●	●	●	

