

CABLE BEACH FORESHORE REDEVELOPMENT

The redevelopment of Cable Beach Foreshore will transform this tourism asset into a globally recognised waterfront precinct



BROOME

ABOUT BROOME

Steeped in history and culture, Broome is an iconic Australian tourist destination, recognised both nationally and internationally, and it is the main regional centre in Western Australia's far north Kimberley region.

Broome's tourism economy is nationally significant and supports the wellbeing of hundreds of businesses and thousands of residents. Visitors are estimated to contribute nearly \$200 million per annum to Broome's economy; assisting to provide 3,900 employment opportunities.

CONTEXT



269,000 VISITORS

resulting in 1.9 million visitor nights annually



63% OF VISITORS

come for holiday or leisure



45,000 PEOPLE IN PEAK SEASON

Broome's 16,000 plus population swells threefold in peak tourism season



6.9 NIGHTS

average visitor stay



The redevelopment of Cable Beach Foreshore represents a golden opportunity to expand Broome's peak season by stimulating commercial and tourism activation and transitioning one of our high-quality natural assets into a global drawcard. This \$36.5 million, shovel-ready infrastructure project will unlock over \$10 million in private sector investment and support hundreds of jobs during and post construction.



2,144 FTE JOBS

directly supported by Broome's visitor economy



\$191 MILLION

visitor spend in Broome annually

ABOUT CABLE BEACH

The region's premier attractor and one of Australia's most iconic beaches, the white sandy stretch of Cable Beach and its elevated foreshore area have a globally significant reputation and are core to why people visit the Kimberley region.

The Cable Beach Foreshore is the setting for various events which cater to more than 15,000 visitors per annum and beach activities such as camel riding and water sports.

Importantly, the Cable Beach Foreshore is co-located within a wider tourism precinct that supports the \$191 million per year tourism economy in Broome. The success of surrounding hospitality, tourism and recreation services depends on the desirability of this tourism asset.

Whilst the natural amenity is the major drawcard of Cable Beach, the foreshore includes a range of existing amenities which facilitate use of the beach and foreshore area by local and visitor users, including:

- + **Public amenities** such as grassed areas, footpaths, viewing areas, shaded seating, public furniture and playground facilities;
- + **Beach access** for pedestrians and vehicles;
- + **Car parking** across two major areas;
- + **Zanders Restaurant** which offers take-away and dining options; and
- + **Broome Surf Life Saving Club** which will begin construction of new premises in 2020/21.

FORESHORE REDEVELOPMENT PROJECT

Government, community and industry stakeholders recognise that investment is required to achieve a greater conversion from visitor numbers to visitor spend in the district. The proposed redevelopment will increase the productivity of the asset and contribute to increasing Broome's traded economy by:

- + Catalysing commercial investment opportunities in prime adjacent land holdings;
- + Improving amenities for more significant events and visitor activation in Broome's shoulder seasons;
- + Protecting the environmental integrity of the natural form; and
- + Highlighting cultural connectivity with Yawuru.

A comprehensive planning process, which began with the Cable Beach Development Strategy in 2015 and foreshore master plan in 2017, has been informed by extensive engagement with community, visitors and businesses. This has informed the design and staging priorities outlined in the business case to secure funding support from government.

The redevelopment of the Cable Beach Foreshore is the fundamental next step in the development of Broome's major precincts following the outstanding success of the Chinatown Revitalisation Stage One and Broome Town Beach projects. The Shire of Broome now has a proven project management track record of delivering quality results in budget. The Shire of Broome also has consolidated relationships with key government, community and industry stakeholders to partner in project delivery with significant local content outcomes.

Securing the required \$32 million co-investment for the Cable Beach Redevelopment to commence construction in 2020/21 presents a significant timing opportunity for government to lead and support a major regional infrastructure project in the COVID-19 economic recovery

phase. This will also be able to leverage the upcoming investment and scheduled capital works at the Broome Surf Life Saving Club.

This infrastructure project will provide jobs, local business stimulus and community confidence following the severe financial impacts that the Broome community has faced with the necessary COVID-19 travel and social gathering restrictions over its peak 2020 tourism season.

This redevelopment project was independently assessed to deliver significant and sustainable economic benefits through:

- + **The expansion and redevelopment of the wider Cable Beach precinct**, with the foreshore upgrades supporting \$10m+ private sector investment in new and expanded tourism accommodation and amenities;
- + **Greater levels of visitation and expenditure**, especially through the shoulder seasons of March to May and September to November;
- + **Activation of the foreshore**, particularly year-round and in the day and evening through the introduction of unique water play and recreation spaces;
- + **Increased visitor capacity** as the result of transformational landform changes that will dramatically increase the ability to view the world-famous sunset over the Indian Ocean in addition to creating a substantial regional event space with an unparalleled back drop;
- + **Improved connectivity and accessibility** for visitors, including vehicles, elderly and disabled residents and children; and
- + **Improved environmental sustainability**, in particular a reduction in coastal erosion risks which impact the ability to retain the foreshore as an asset for tourism and residents.

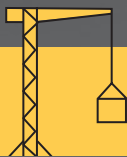
CABLE BEACH FORESHORE MASTER PLAN

- 01 Broad lawn terraces facing west.
- 02 North / South promenade connecting the foreshore areas.
- 03 DDA compliant walkway to the beach as an extension to the promenade.
- 04 Open parkland of lawn and shade trees with raised canopies to maintain view lines.
- 05 Arbor structure to shade BBQ, picnic settings and public furniture.
- 06 Upgraded entry with public art, entrance statement, garden beds and tree plantings.
- 07 4wd beach access roadway.
- 08 Iconic arbor structures to shade central plaza with seating opportunities beneath.
- 09 Upgrade entrance to Zanders restaurant with expanded water feature.
- 10 Generous stairs and terraces with central garden bed leading directly to the beach from the plaza.
- 11 Arbor to extend into parkland to shelter both wet and dry play spaces.
- 12 Commercial development opportunity with shaded westerly facing alfresco area.
- 13 Single consolidated carpark with raised traffic-calming walkways running east/west.
- 14 New Surf Club beach access road at DDA compliant grade to allow all abilities access to beach.
- 15 Surf Club Park with exercise equipment and open lawn space.
- 16 Trail head park at beginning of the Lurujarri and Minyir walk trail and adjacent caravan suitable parking bays.



ELEMENTS

\$36.5 MILLION
total development cost



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WATER PLAY

Est. Budget: \$5.0 million
A high quality water play area will become a central tourism feature and drawcard for the region and will encourage visitation year-round.

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THE PROMENADE

Est. Budget: \$2.7 million
A promenade will enhance viewing area capacity, wayfinding and accessibility to the beach. It will link the site north to south, provide for universal access to the beach and better viewing of the beach environment.

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TRAIL HEAD PARK

Est. Budget: \$1.9 million
New park spaces will create recreation and interpretive areas at the southern end of the foreshore. This will include educational and interpretive elements and recreation areas.

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SEAWALL

Est. Budget: \$12.2 million
Protection of environmentally and culturally sensitive areas will be undertaken through landscaping and the construction of a buried seawall.

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COMMERCIAL OPPORTUNITY

Est. Budget: \$0.8 million
A new site for commercial development will benefit from exceptional views to the ocean and could include a series of smaller tenancies and / or 'pop-up' traders to activate the southern end of the promenade; creating a vibrant destination throughout the day and into the evening.

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CABLE BEACH PLAZA

Est. Budget: \$5.4 million
This will be the heart of the revitalised Cable Beach precinct; home to tourism, cultural and leisure attractions, such as play areas, exercise equipment, public art and expanded passive recreation spaces.

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CABLE BEACH PARK

Est. Budget: \$3.4 million
Cable Beach Park will expand on the popular lawn amphitheatre space and provide greater opportunities for relaxing by the beach in a casual park. Significant landform changes will enhance the orientation and views from within the foreshore and neighbouring properties to ensure the world-class sunset view is maximised.

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THE ARRIVAL STATEMENT

Est. Budget: \$1.9 million
A new entrance statement and improved wayfinding and pedestrian and vehicle infrastructure into the precinct will make Cable Beach Foreshore a more inviting and desirable destination.

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CONSOLIDATED CAR PARK

Est. Budget: \$3.2 million
The relocation and consolidation of the drainage area will unlock large areas for activation and recreational uses while improving parking amenity and pedestrian movement to the beach.

COMMUNITY BENEFITS



\$99 MILLION
net present value



117 FTE JOBS
through increased tourism activity



174 FTE JOBS
during the construction phase



\$13.3 MILLION
direct additional annual visitor expenditure



\$10+ MILLION PRIVATE INVESTMENT
estimated to be supported by the project



FORESHORE PROTECTION
enhanced by buried seawall

POLICY ALIGNMENT

Our Priorities: Sharing Prosperity

Contributes to regional job creation

DPIRD Strategic Intent 2018-2021

Driving regional economic growth and job creation

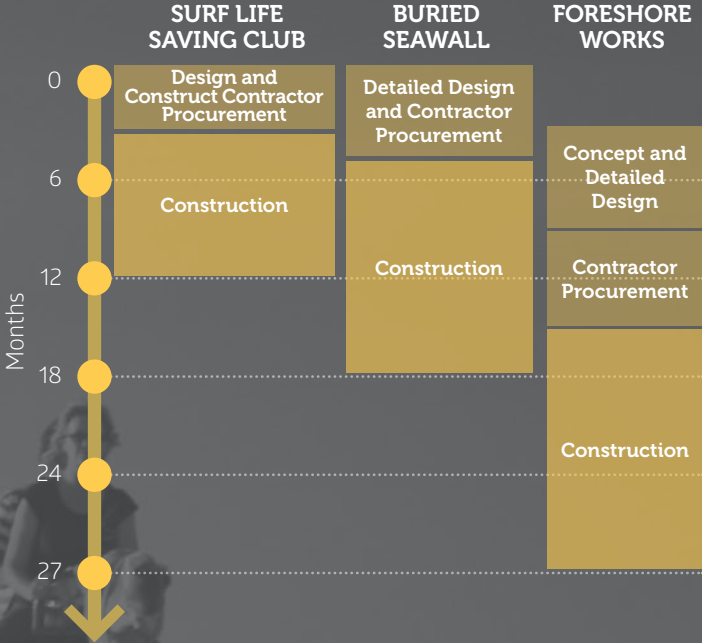
Diversify WA

Aligned with priority sector tourism, events and creative industries

Local and Regional Policy Alignment

Priority project identified in Broome Growth Plan, Corporate Business Plan, Strategic Community Plan and Broome Tourism Strategy.

TIMELINE



A total of \$36.5 million is required to complete this redevelopment project. Of this amount, the Shire of Broome has committed \$4.5 million in addition to \$351,000 for the new Broome Surf Life Saving Club (SLSC). The SLSC is a \$3.2 million project to upgrade the existing Shire of Broome asset and is being delivered in 2020/21.

The Shire of Broome will lead the delivery of this project; building on the successful first stages of the Town Beach and Chinatown projects.

The first critical step is the construction of the buried seawall. This construction activity is expected to commence within six months and immediately support local employment and businesses. During the construction of the seawall, detailed design and supporting engagement activities will be undertaken for the foreshore works. Upon the completion of the seawall, the foreshore works will commence and be constructed over a 12-18 month period.

Co-funding from other government sources equivalent to \$32 million will kick-start what it likely to be the most transformational tourism project in Broome's history with expected growth in tourism contributing to the State's jobs and economic targets.



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