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MEDIA RELEASE



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For immediate release

Broome economic blueprint set for implementation

A new blueprint for taking Broome's economy into the future is set to be put into action after being endorsed by the Broome Shire Council.

The Broome Growth Plan will guide the town's economic development going forward and has been finalised following several years of exhaustive research and consultation.

The Plan's implementation will be overseen by a new peak economic development body with a board comprising the Broome Shire President, Nyamba Buru Yawuru CEO, Broome Chamber of Commerce and Industry President and a representative of the Kimberley Development Commission together with an independent chairperson and other board members.

This new local economic development body will be developed from a revised and re-branded Broome Future Ltd, with the Broome Shire Council resolving to provide \$100,000 in seed funding.

The Growth Plan process was funded through the WA Government's Royalties for Regions program and significant effort, research and collaboration were undertaken to progress it to this point.

Broome Shire President, Harold Tracey, said the Growth Plan stood as a basis for the Broome community to come together to promote Broome as a regional growth centre.

"Its aim is to develop a sustainable and inclusive economy where all can participate, and which is founded in a deep respect for Broome's community, culture and environment," Cr Tracey said.

"It's fitting that the body tasked with implementing the Growth Plan will be a standalone body representing the Broome community such as the new Broome Future."

Broome Future Ltd Director, Denis Ryan, said Broome Future was expanding its role in the community as the custodian and implementer of the Broome Growth Plan, which was a role it would pursue while bringing to conclusion the Unlocking the Door Project.

NBY CEO, Peter Yu, said the Growth Plan prioritised values-driven growth based around Yawuru's key values of "Healthy Community, Healthy Country and Good Liyan" and the Shire of Broome's key values of "People, Place and Prosperity".

The key initiatives highlighted in the Growth Plan include activating the traded economy, activating the precincts of Broome, activating the Dampier Peninsula, activating the economic fundamentals and activating Broome's human capital.

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