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For immediate release

Shire Prioritises Beach Safety with Lifeguard Services



At the 27 February Ordinary Meeting of Council, councillors decided to continue investing in lifeguard services at Cable Beach by awarding a three-year contract to West Coast Water Safety, highlighting the Shire's commitment to ensuring the safety of both local residents and visitors.

With the increase in beachgoers and the unique safety concerns of the Kimberley region, the Shire is continuing to prioritise this essential service to protect everyone who enjoys one of Broome's most iconic attractions.

In 2024, Cable Beach saw a significant rise in visitors, with 168,358 beachgoers, up from 142,232 in 2023. This surge highlights the growing popularity of Broome's beaches, making the presence of lifeguards more important than ever.

Shire President Chris Mitchell emphasised the critical role of lifeguards in safeguarding the community.

"The safety of our residents and visitors is always our top priority, and continuing with our lifeguard services reflects this commitment. Cable Beach is a popular destination, and with

distinctive safety challenges such as stingers and crocodiles, we need to ensure our lifeguards are there to respond swiftly to any situation."

The lifeguards stationed at Cable Beach provide essential services, including:

- First aid and treatment of jellyfish stings
- Liaising with Shire Rangers
- Providing public education on beach safety
- Monitoring swimmers and beachgoers to detect hazards
- Undertaking rescues when required

The presence of lifeguards ensures that beachgoers can enjoy Cable Beach's natural beauty with peace of mind, knowing that safety is being actively managed.

With the Broome environment, the lifeguards' role extends beyond traditional beach patrols, responding to the region's distinctive safety concerns. Their knowledge and expertise are crucial to maintaining a safe beach experience, especially for visitors who may not be familiar with the area's potential hazards.

The Shire of Broome continues to prioritise the safety and well-being of all who enjoy Cable Beach, and the renewal of lifeguard services is just one of the many measures in place to maintain a safe and welcoming environment for both locals and tourists alike.

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