

Shire of Broome
PO Box 44, Broome WA 6725
Phone: 08 9191 3456
Fax: 08 9191 3455

MEDIA RELEASE



18 October 2016

For immediate release

New role to boost business in Chinatown

Chinatown traders and businesses are set to reap benefits from the appointment of a Chinatown Investment and Development Coordinator as part of the Chinatown Revitalisation Project.

The \$12.6 million project, made possible by \$10 million through Royalties for Regions, \$2 million from the Shire of Broome and \$600,000 from Tourism WA, is being jointly delivered by the Shire, Kimberley Development Commission and LandCorp to increase activity in Chinatown through major improvements to street, landscape, facilities and laneways over the next two years, and conduct feasibility studies on three long-term transformation projects.

The new Investment and Development Coordinator's key responsibilities include developing a two-year commercial activation strategy to create and market events, activities and promotions that increase activity in Chinatown in conjunction with local business.

The Coordinator will also develop a laneways strategy to bring existing and new laneways to life, including grant funding to help tenants and landowners activate their laneways.

Jeremy Macmath has been appointed to the role and will start in late October, based at the Shire of Broome Administration.

A landscape architect and urban designer, Mr Macmath moved to Broome three years ago to work on a range of design projects, but more recently has been involved in engagement, visioning and construction projects with the Shire, Nyamba Buru Yawuru and the community. Mr Macmath also played a large part in the recent successful Shinju Matsuri Jetty to Jetty projection project.

Broome Shire President, Ron Johnston, said the role was vital to the success of the Chinatown Revitalisation Project.

"This position was created to not only ensure local businesses and landowners are kept informed every step of the way, but also to encourage people to undertake their own events and activities which can be supported through the project," Cr Johnston said.

"Ideally we would like to see traders, community groups and other organisations coming to Mr Macmath with their ideas and concepts."

ENDS