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For immediate release

## **Beam e-scooter hire trial for Broome**

The Broome Shire Council has approved an application by Beam Mobility Australia for a 12-month trading licence to trial its e-scooter 'shared micromobility service' in Broome.

Three hundred purple e-scooters will be available for hire through the Beam app for pick up and drop off at designated parking areas around Broome.

They will feature Global Positioning System (GPS) technology, which will track their location and limit their speed, including in designated slow zones and exclusion zones in busy areas such as Chinatown, Town Beach, and the Cable Beach tourist precinct. The technology will also prevent the e-scooters from straying from designated operating areas by notifying riders and directing them back, with the scooter powering down and slowly stopping if they don't comply.

At this stage, the e-scooters will be allowed to operate in a 28-square-kilometre area that includes Old Broome, Cable Beach, Djugan and Bilingurr. Beam will consult the Shire, community, and other stakeholders to develop approved exclusion zones, speed limits, pick-up/drop-off locations, and address other matters. The Shire will have the authority to make changes to the zones as required.

'Rapid Response Rangers' (RRR) responsible for charging and managing unused scooters will be employed, with Beam committing to having staff available 24/7 every day of the year. According to Beam, this will create between 15 to 20 local jobs in Broome.

Broome Shire President Desiree Male said e-scooters are already a common sight around Broome because they provide a quick, convenient, and economical way to travel short distances.

"I expect they will be popular with locals, but their real value will be in making Broome more accessible to visitors who want to experience more of what our town has to offer."

Cr Male said Beam's intention to engage with the Shire and community members to address any issues and concerns prior to launch will help reduce teething problems.

"Once the zones are in place the GPS technology will help ensure that the convenience the e-scooters provide won't be an inconvenience to others."

Beam operates in several other West Australian regional centres including Albany, Geraldton, Bunbury, Esperance, Kalgoorlie – Boulder, and Denmark.

**ENDS**

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