

Place Management Plan

Shire of Broome | 2025 – 2029



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Our vision

The Shire of Broome's vision
a future for everyone

encompasses the creation of vibrant, accessible spaces for people of all ages, backgrounds, and abilities.

Through its Place Management approach, the Shire aims to activate public spaces with events and initiatives that promote inclusivity, creativity, and community well-being.

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Place Management Plan (2025 – 2029)

Improving a place's functionality often centres on design and infrastructure, following the belief that 'if you build it, they will come.' However, equally important are strategies that activate public spaces through events and engagement.

Local governments are frequently regarded as leaders in place management, given their responsibility for maintaining and upgrading public spaces, organising community events, and supporting local businesses.

Successful place management relies on the active collaboration of diverse stakeholders in both the design and implementation of initiatives.

The Place Management Plan, developed in consultation with key stakeholders, provides a comprehensive, place-based strategy for managing and activating the Town Beach, Cable Beach, and Chinatown precincts, while also supporting the activation of other areas.

This plan has been influenced by the actions outlined in the Chinatown Place Management Plan (2019) and the Town Beach Plan (2021), which have strategically guided the Shire's place activation efforts over the past few years.

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Community engagement



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- Shire of Broome Community Scorecard (2024): This community survey provided valuable insights into community perspectives on community events and priorities. Shire officers have carefully reviewed the feedback and formulated relevant actions in response.
- Post-Event Surveys: The Shire actively gathers community feedback after the delivery of Shire events. Input collected over twelve months has directly influenced the development of actions within the Plan.

Stakeholder Consultation



Key stakeholders provided input via online surveys and face-to-face meetings, highlighting opportunities for place activation in the Shire's key precincts. This feedback informed the development of actions to support and enhance community events and activations.

The following organisations were engaged in the consultation:

- Shinju Matsuri
- Broome Lotteries House
- Broome CIRCLE
- Broome Pride
- Nirrumbuk Aboriginal Corporation
- Broome Chamber of Commerce and Industry
- SKUTTA Kimberley Aboriginal Fashion Textiles Art
- Broome Stallholders Association
- Funergy
- Broome Park Run





The following Shire precincts have been the focus of the Place Management Plan.

Chinatown

Chinatown has been the cultural heart of Broome since the 1880s when pearling crews first established camps and tin sheds in the area.

In 2019, the Broome Chinatown Revitalisation Project fulfilled the long-standing aspirations of the community to preserve the town's rich history, celebrate its unique multiculturalism, and revitalise opportunities for economic growth and development.

The redevelopment focused on enhancing local business conditions, attracting visitors, and transforming the area into a memorable destination with improved public amenities.



Town Beach

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Town Beach is a significant location for the Broome community and visitors, playing an important role in recreation, culture, and heritage.

For the Yawuru people and other Indigenous groups, this has always been a place of residence and gathering. The areas known as Guwarri and Jilirrgun hold deep cultural significance.

Each year, thousands of visitors come to Town Beach to witness the Staircase to the Moon, a natural phenomenon that occurs when a full moon rises over the exposed tidal flats of Roebuck Bay. The Staircase to the Moon happens 2 - 3 days a month between March and October. Night markets are held during these evenings as well throughout the year bringing vibrant energy to the area.

The precinct also boasts a rich historical significance, with the wrecks of six floatplanes from World War II still visible in the sands of Roebuck Bay during extremely low tides. These sites are protected under the Heritage Act. Additionally, the Broome Historical Society & Museum is located within the precinct.

The redevelopment of Town Beach in 2020 enhanced its appeal for both locals and tourists, with expansions to the children's water park, play areas, BBQ facilities, exercise equipment, improved lighting, shade structures, and the construction of a new jetty.

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Cable Beach

Cable Beach is famous for its stunning sunsets and one-of-a-kind recreational experiences. This popular destination boasts breathtaking views, exciting outdoor activities, and a vibrant dining scene.

In 2025, the Shire of Broome completed Stage 1 of the Walmanyjun Cable Beach Foreshore Redevelopment, aimed at preserving and enhancing this iconic location.

Stage 2 of the redevelopment is scheduled to commence construction in mid-2025.

The project, once completed, will feature an inclusive community space with water play areas, youth basketball and skate facilities, green spaces, an expanded amphitheatre for events, opportunities for local small businesses, interpretative signage on walking trails, and improved functionality with enhanced beach views.



Actions



The Place Management Plan outlines deliverables that are aligned with three core objectives, focused on activating Chinatown, Town Beach, and Cable Beach over the plan's duration 2025 - 2029.

Objective: Deliver events, activations, and initiatives that promote inclusivity, drive engagement, and support local businesses.

Deliverables	Precinct	Timeframes			
		25/26	26/27	27/28	28/29
Deliver events that actively engage children and young people.	<ul style="list-style-type: none"> Chinatown Town Beach Cable Beach 	●	●	●	●
Promote 'Cable Beach Activation' during Stage 2 Redevelopment.	<ul style="list-style-type: none"> Cable Beach 	●	●		
Deliver an annual program of community events to activate the Shire's precincts.	<ul style="list-style-type: none"> Chinatown Town Beach Cable Beach 	●	●	●	●
Collaborate with the Chamber of Commerce to deliver events in Chinatown that directly support local traders, including exploring opportunities for fashion shows and art exhibitions.	<ul style="list-style-type: none"> Chinatown 	●	●	●	●
Deliver place activation initiatives, including yoga sessions, sound healing, fitness activities, and art classes, to boost community engagement and create vibrant, shared spaces.	<ul style="list-style-type: none"> Town Beach Cable Beach 	●	●	●	●

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Objective: Encourage the community to engage with and activate local precincts.

Deliverables	Precinct	Timeframes			
		25/26	26/27	27/28	28/29
Encourage the activation of the Shire's precincts for large-scale events by providing support to event organisers in utilising these spaces for their delivery.	<ul style="list-style-type: none"> Chinatown Town Beach Cable Beach 	●	●	●	●
Promote Chinatown as a hub for street entertainment, featuring busking, and performances, including access to power.	<ul style="list-style-type: none"> Chinatown 	●	●	●	●
Explore the interest from external stakeholders in hosting a monthly farmer's market or second-hand clothing sale.	<ul style="list-style-type: none"> Town Beach 	●	●		
Partner with the Chamber of Commerce and other stakeholders to promote extended trading activations in Chinatown.	<ul style="list-style-type: none"> Chinatown 	●	●	●	●
Facilitate linkages to Chinatown and Cable Beach, such as promotion of footpath networks, trails and public transport.	<ul style="list-style-type: none"> Chinatown Town Beach Cable Beach 	●	●	●	●

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Deliverables	Precinct	Timeframes			
		25/26	26/27	27/28	28/29
Improve access and inclusion at events e.g. information, quiet spaces, transport and Auslan interpreters.	<ul style="list-style-type: none"> • Chinatown • Town Beach • Cable Beach 	●	●	●	●
Investigate and implement improvements to the Explore Broome App to strengthen marketing efforts for precinct features.	<ul style="list-style-type: none"> • Chinatown • Town Beach • Cable Beach 	●	●	●	●
Partner with local event organisers and community organisations to promote and maintain a shared events calendar, ensuring everyone stays informed about upcoming events.	<ul style="list-style-type: none"> • Chinatown • Town Beach • Cable Beach 	●	●	●	●
Investigate the viability of a separate market license for Cable Beach.	<ul style="list-style-type: none"> • Cable Beach 			●	●
Facilitate an investigation into opportunities to stimulate business growth in the precinct.	<ul style="list-style-type: none"> • Town Beach 	●	●	●	●
Facilitate the development of the precinct as a trading node.	<ul style="list-style-type: none"> • Town Beach • Cable Beach 	●	●	●	●

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Objective: Implement initiatives to ensure precincts are safe and well-maintained.

Deliverables	Precinct	Timeframes			
		25/26	26/27	27/28	28/29
Partner with WA Police to address anti-social behaviour – e.g. increased patrols, coordination with support organisations.	<ul style="list-style-type: none"> • Chinatown • Town Beach • Cable Beach 	●	●	●	●
Establish procedures and provide clear instructions to traders and external event organisers for accessing power outlets.	<ul style="list-style-type: none"> • Chinatown • Town Beach • Cable Beach 	●	●	●	●
Conduct an annual audit of power, lighting, and test keys in event spaces.	<ul style="list-style-type: none"> • Chinatown • Town Beach • Cable Beach 	●	●	●	●

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Administration

Administrative actions have been developed to streamline and enhance the Shire’s service delivery, with the goal of better supporting event organisers and maximizing community participation and engagement

Deliverables	Timeframes			
	25/26	26/27	27/28	28/29
Fund place activation initiatives through the Community Sponsorship Program.	●	●	●	●
Create templates to assist and guide applicants more effectively through the event permit process.	●			
Establish a process to ensure pre-event meetings between event organisers and the Shire Health Department for all large or high-risk events.	●	●	●	●
Investigate local stakeholder interest in establishing an annual event permit workshop. If there is sufficient interest, develop and implement the workshop accordingly.	●	●	●	●
Assist traders to ensure compliance with regulations.	●	●	●	●
Revise internal event and booking procedures and provide training for new staff to ensure smooth operations.	●	●	●	●
Ensure the Shire website and SpacetoCo system are regularly updated with reserve booking information.	●	●	●	●

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