

BROOME CHINATOWN REVITALISATION

THE HEART AND SOUL OF BROOME

CHINATOWN PLACE ACTIVATION COORDINATOR

The Chinatown Place Activation Coordinator is a full-time position with funding for a further 18 months included in Stage Two of the Chinatown Revitalisation Project. The position commenced in 2017 as the Chinatown Development and Investment Coordinator.

The Coordinator acts as a conduit between the Shire of Broome and the Chinatown traders, landowners and other stakeholders throughout Stage Two of the Chinatown Revitalisation Project. Key responsibilities include community and stakeholder engagement, place-making initiatives, events and branding activities aimed to bring vibrancy to the Chinatown precinct and increase visitation and trade.

The position will also support businesses through the management of an ongoing program of activations in Chinatown during the revitalisation project work periods, in collaboration with the Broome Chamber of Commerce and Industry and the recently created Chinatown Broome Town Team.

Other responsibilities include:

- Events and festivals – planning and execution
- Advocacy
- Business development assistance
- Sourcing external grant funding for place-making initiatives
- Facilitation of in-store activations financial assistance, with a limited number of \$500 grants available to eligible Chinatown traders. [Confirm grant info is correct!]

Upcoming place-making activities in 2020 and 2021:

- Development of Chinatown mobile app
- Chinatown Christmas Trails event (Dec 2020)
- Chinatown Discovery Festival (May 2021)
- Ladies night
- Minor activations

For more information about the project or to discuss how your business or organisation can take advantage of the initiatives on offer, please contact:

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CHINATOWN BROOME TOWN TEAM

Chinatown Broome Town Team is a collective of Chinatown traders, landowners and the general Broome community representatives who have a genuine passion for Chinatown.

Registered with the Town Team Movement, Chinatown Town Team's role is to drive the place-making initiatives within the precinct and to create a vibrant, dynamic and active town centre for people to shop, play and learn.

In order to achieve this goal, Chinatown Broome Town Team aims to work collaboratively with the Chinatown Place Activation Coordinator to plan and execute place activation activities.

If you are interested in learning more about Chinatown Town Team or have an activation idea for Chinatown, please contact us.

The \$29.3 million Chinatown Revitalisation Project is being delivered jointly by the State Government and the Shire of Broome, with \$22.6 million in funding from the State Government and \$6.7 million from the Shire.

The project is being delivered in two stages, with 10 sub-projects comprising the \$13.8 million Stage One works completed in 2019. Stage Two is currently progressing and includes another nine sub-projects, with construction expected to commence in the last 2020 quarter through to mid 2021.

The aim of the sub-projects is to make the Chinatown precinct more attractive to locals, visitors and businesses, and encourage activity and long-term investment into the heart and soul of Broome.