

City of Subiaco welcomes new Place Manager

The City of Subiaco's new Place Manager, Matthew Gould, has hit the ground running. One of his first priorities is to get to know the businesses in the town centre.

City of Subiaco CEO Stephen Tindale said he expected the Subiaco business community would welcome Mr Gould to the newly created role.

"Matthew brings to the role a wealth of experience in economic development, main street initiatives, place management and community enrichment projects. Combined with his relationship management skills, I have no doubt he's up to the task ahead of him."

The Place Manager will lead a small but dedicated team, including Visit Subiaco staff and the city's economic development officer, in realising a shared vision for the development of the town centre.

Mr Gould said his position is fourfold: "I will be responsible for place management, economic development, business development and town centre marketing, which aligns perfectly with my experience and strengths.

"The city has already established some great plans for the future and now it's time for us to take action."

Mr Gould's career highlights include:

- **Chief Executive Officer of Economic Development Australia**, a national professional body for economic development practitioners including all levels of government, the private sector and community organisations.
- **Manager of Local Government and Regional Business Development of Victorian Employers' Chamber of Commerce and Industry**, responsible for handling seventy-nine Victorian local government accounts.
- **State Manager of StreetLIFE**, a Victorian government initiative providing targeted support to small businesses in local shopping precincts to assist them to better attract and retain customers.
- **Life Member of Mainstreet Australia**, membership based organisation that aims to ensure central business districts remain an essential part of communities.



As Mr Gould approaches the end of his first week in Subiaco, he says there's no place he'd rather be.

"I'm new to Western Australia but I'm not new to the challenges facing Subiaco and other inner-city retail precincts around the world. I can't wait meet them head on."

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Interview/photo opportunity: Matthew Gould is available for interview in person or by telephone upon request.

Notes to Editor

The City of Subiaco is recognised as a local government leader in a range of areas such as environmental and social initiatives, and long-term planning for the future. It is located in the inner metropolitan area of Perth and includes the suburbs of Subiaco, Daglish and parts of Nedlands, Shenton Park, Crawley and Jolimont. A major centre for employment with a diverse and growing business sector, the city provides important services including waste collection, town planning and public recreation facilities, to more than 19 000 residents. The city aims to maintain its vibrant sense of community and enhance the lives and well-being of everyone who lives, visits and works in Subiaco. For more information about the City of Subiaco, visit **www.subiaco.wa.gov.au**