



Media release

For immediate release

Date: 8 April 2015

Renewed focus on place management

A review of the City of Subiaco's place management function will focus on improving engagement and communication with the Subiaco business community and better managing the expectations and outcomes of the Visit Subiaco marketing program.

City of Subiaco Chief Executive Ian Hill said the review has been given greater urgency following the resignation of Place Manager Matthew Gould.

Mr Hill said that feedback from stakeholders in the local business community supported the need for the city to refocus on programs and activities which have greater visibility and visitor attraction, including events and town centre improvements.

"We have done a lot of good planning work and will now tighten our focus on initiatives which can produce results in the shorter term."

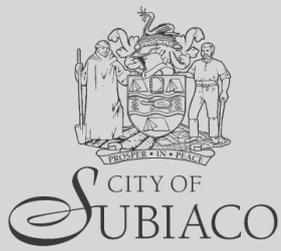
A report and recommendations to the Council at its meeting on 21 April will outline suggested projects for immediate commencement, designed to enhance the appeal of the Subiaco town centre, particularly Rokeby Road and Hay Street.

"The Council has adopted some important plans and strategies to guide future redevelopment of the town centre over the medium to longer term, particularly the ambitious public realm transformation. The priority now is to take action in the short term to help the Subiaco town centre regain its status as an attractive and desirable retail precinct."

Mr Hill stressed the importance of cooperation in relation to the Subiaco town centre.

"The actions needed are not solely those by the Council. The city is committed to working more closely with the business community and other stakeholders in joint planning and initiatives, which will contribute to successful businesses and benefits for the wider community."

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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**