

Media release

For immediate release

Date: Friday 19 June

Network to help Subiaco Town Centre revival

A Subiaco Town Centre Network is the next step in a collaborative approach between the City of Subiaco and the local business community to enhance the shopping and visitor experience in Subiaco.

Its key focus will be to promote a positive image of Subiaco to the wider community and establish activation initiatives to attract and retain visitors and customers.

Mayor Heather Henderson said now is the time for Subiaco to re-emerge as a leading retail, hospitality and entertainment destination.

“The growing number of significant developments in the area, recent upgrades and enhancements in Rokeby Road, and the planned Markets on Rokeby present a significant opportunity for Subiaco to reclaim its place in a competitive market.

“The Network will focus on action – it will be fast moving, forward thinking and actively encouraged to recommend new ideas. We’re looking for some quick wins as well as longer term achievements. Addressing issues and perceptions around Subiaco’s image and parking will be early priorities,” she said.

Mark Hann, Acting President of the Western Suburbs Business Association, said his organisation supported the planned network and was optimistic about the opportunity for the business community to work collaboratively with council.

“Business sustainability in Subiaco is a collective responsibility. Business owners in Subiaco are passionate about their suburb and will no doubt have the drive and enthusiasm to get involved with the network,” he said.

The Subiaco Town Centre Network will commence operations shortly, as soon as its membership is finalised.

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Photo/interview opportunity: City of Subiaco Mayor Heather Henderson and Western Suburbs Business Association Acting President Mark Hann are available to be photographed in Subiaco and interviewed upon request.

Notes to the Editor:

- The city and the Western Suburbs Business Association have hosted two recent business forums to consider key actions to address current trends and challenges in the Subiaco Town Centre.
- The Subiaco Town Centre Network will meet regularly. It will have an operational focus, working within existing budgets, and collaborate with and assist city officers.

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