



Wednesday 27 May 2015

## **Collaborating for a brighter Subiaco**

A business forum on 19 May is the first step in a collaborative approach to increase visitation and enhance the experience in Subiaco.

Representatives from the business community, the Council and officers met to consider key actions in the short, medium and long term to address current trends and challenges in the Subiaco Town Centre.

The local impact of national consumer confidence and global economic conditions is widely acknowledged, and it was agreed that Subiaco needs to find its point of difference – or what makes it ‘extraordinary’ – in order to be competitive in the urban retail, hospitality and commercial sectors.

The need for a clearer brand identity and parking are perceived to be the biggest issues.

Though there are some actions the city will be wholly responsible for and others that rest with individual businesses, there is strong agreement about a collective responsibility to work towards a shared vision of business sustainability in Subiaco, Mayor Henderson and Mark Hann from the Western Suburbs Business Association said in a joint statement.

This partnership will begin with the formation of a Subiaco Town Centre Network to identify immediate and longer term objectives.

**Heather Henderson**  
**Mayor, City of Subiaco**

**Mark Hann**  
**Acting President, Western**  
**Suburbs Business Association**