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MEDIA RELEASE



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For immediate release

New Broome prospectus to attract investment

A new Inward Investment Prospectus that promises to be a key tool for attracting investment to Broome is now being distributed.

The Shire of Broome collaborated with key stakeholders including the Broome Chamber of Commerce and Industry, LandCorp, Nyamba Buru Yawuru, Kimberley Ports Authority, Kimberley Development Commission, Broome International Airport, Kimberley Training Institute, the Department of Agriculture and Food and the recently formalised Economic Development Advisory Committee to develop the document.

It follows the release late in 2014 of the highly successful Shire of Broome Economic Profile, and the Shire's recent selection by the State as a Regional Growth Centre.

Hard copies of the new prospectus have been distributed to stakeholders and it is available online from the Shire of Broome website.

Shire of Broome CEO, Kenn Donohoe, said the Inward Investment Prospectus allowed Broome to actively market the region's investment opportunities to local, national and international investors, and positioned the Shire at the forefront of economic development.

"It gives Broome a platform to inform interested investment parties about the growing opportunities in the Shire along with details of the many advantages Broome has as a region for doing business," Mr Donohoe said.

"It also provides investors with key trends, available services and an overview of where to access further information and data to support their investment decision making."

The Inward Investment Prospectus is designed as a "living" document and features four industry-specific inserts, with the first edition focusing on Logistics Services, Agriculture, Marine Services and Aquaculture. Four more inserts will follow on Construction, Education, Tourism and Small Business.

"The Inward Investment Prospectus outlines the advantages of Broome's global time zone and its proximity to South East Asia, information about Broome and its population along with economic and business demographics," Mr Donohoe said.

"The investment vision for Broome is outlined highlighting key trends and opportunities such as consolidating the town's role as a transport and logistics hub for the developing energy and oil and gas industry, the ready availability of industrial and residential land, capturing a greater share of the Asian tourism market and realising the full agricultural, horticultural and aquacultural potential of the region.

"The crucial economic role of Broome is detailed including key regional, public and private investments that will influence the Shire's growth, along with Broome's advantages over other locations in relation to liveability, culture and community."

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