

Scarborough Beach



Mirrabooka Revitalisation

A CASE STUDY OF THE IMPORTANCE OF
ECONOMIC DEVELOPMENT
IN MODERN LOCAL GOVERNMENT

DATE: Tuesday, 6 August 2013

TIME: 10.00am ~ 1.00pm

VENUE: Maureen Grierson Community
Recreation Centre,
The Esplanade, Scarborough
(Directly behind the Rendezvous Grand Hotel
-formerly Observation City)

COST: \$40.00 Members
\$60.00 Non Members (incl Light
Lunch)



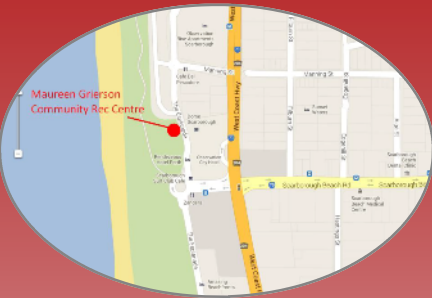

REGISTRATIONS: www.edaaustralia.com.au

The City of Stirling has secured in excess of \$40m from Federal and State governments for revitalisation programmes at Scarborough Beach and Mirrabooka precincts.

This success is the result of a ten year organisation-wide commitment by the City. It has been achieved by grasping all opportunities including: Federal stimulus funding available immediately after the GFC, being innovative in creating partnerships; and adopting skilful negotiation tactics with major landholders.

Scarborough Beach is an iconic tourism destination however it is synonymous also with social challenges, commercial vagaries and planning disputes. Mirrabooka Regional Centre and bus terminal is amongst the busiest in Perth (recording over ¾ million bus boarding's per annum) yet long considered to be under performing and subject of poorly coordinated investment.

The experience of the City and its partners provides valuable learning for colleagues working in economic and tourism development, planning and place activation.



P R O G R A M

10.00 Registration, Coffee & Tea

10.15 **Wendy Earl, Chair, EDA-WA.**

Welcome, Special announcements, forth coming events, catch up & open forum

10.45 **Stuart Jardine—CEO, City of Stirling**

"The importance of Economic & tourism Development in modern local government"



11.05 **Paul White—Manager Economic Development & Urban Regeneration, City of Stirling**

"Grasp your Opportunities, practical steps to getting your project over the line"



11.30 **Julia Speight—Economic Development Officer, City of Stirling**

"Small wins to boost local economic development - proposed markets in Mirrabooka and Scarborough."



11.50 **Vicki Robertson, Development Manager: Infrastructure & Investment Division, Tourism WA**

"Taking a strategic and evidence based view of tourism opportunities in Scarborough Beach precinct".



12.10 Questions and Panel Discussion

12.30 Light Lunch and Tea/Coffee



Current ACECd members can accrue 2 EDA professional development points through attendance to this event.

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