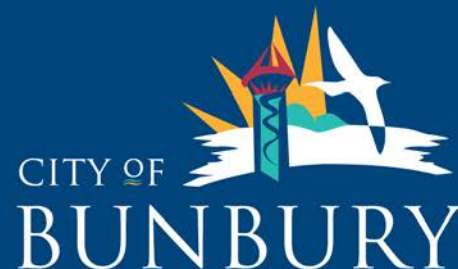


# MEDIA STATEMENT



Thursday, 27 July 2017

## **City to establish group to help activate CBD**

The City of Bunbury is calling upon passionate and proactive individuals who want to help shape the future of Bunbury's CBD.

At Tuesday night's Council meeting \$120,000 was allocated to the implementation of the City Promotional Strategy.

In recognition of the important role the CBD plays in enhancing Bunbury's reputation as the capital city of the South West, the City of Bunbury will be creating an advisory group to provide advice on CBD activation and the implementation of ideas on how to encourage visitors and locals back into the CBD.

Mayor Gary Brennan said feedback from the community and CBD businesses showed proactive action was needed in order to entice people to shop locally.

"We have recently implemented changes to parking in the CBD however these changes are only part of the solution to reactivating our CBD," Mr Brennan said.

"If we want the CBD to flourish we need to work together with the community and local business to find a solution.

"Council recently agreed to allocate funds to promote the CBD and the advisory group will be able to provide input into what might work best for Bunbury."

The advisory group will provide an opportunity for community members and business owners with demonstrated interest in the Bunbury CBD to have direct input into strategies for its activation.

Expressions of Interest (EOI) are now invited from interested community members who wish to join the new CBD Activation Advisory Group. Applications are invited from a variety of industries as well as the general community.

To find out more information and how to apply contact Acting Manager Tourism, Events and Wildlife Park Isabell Evans at [ievans@bunbury.wa.gov.au](mailto:ievans@bunbury.wa.gov.au)

**ENDS**

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