



Geronimo Broome Operations Concept

The following is a concept document for Geronimo Broome, for consideration by the Shire of Broome.

Introduction

Skydive Geronimo is Western Australia's leading skydive operator, currently offering tandem skydive experiences in Busselton and on Rottnest Island. The introduction of a 3rd location in Australia's North West, 'Geronimo Broome,' will give first timers and dare devils alike the opportunity to experience an outback skydive like no other.

Mission Statement

To be recognised as Australia's best skydiving experience.

Achieved by providing the best customer service, jumping in the best locations, producing the highest quality videos on the market, maintaining impeccable safety standards.

We will offer:

- Easy and up-to-date online booking systems,
- The best skydive equipment on the market,
- Well maintained, safe and comfortable aircraft,
- Television quality video's,
- Professional photography,
- The most experienced staff in WA, and
- An exclusive tandem skydiving experience, in a uniquely Australian location.

Products, Services & Facilities

A tandem skydive experience with Geronimo Broome begins with a warm welcome at our leased facilities at the Broome International Airport. Our customers are then introduced to their qualified Skydive Instructor, before boarding our aircraft and climbing to their choice of jump altitude.

Customers free fall together with their Instructor, overhead Broome's iconic beaches and township before their parachute is deployed at 5,000ft. Friends and family will be waiting in

our designated beach landing area, to watch the parachutes make a safe landing and celebrate the jump!

To compliment the tandem skydive experiences on offer, Geronimo Broome offers cinematography packages and merchandise.

Products will include:

- 8,000ft Broome Tandem Skydive (20 seconds free fall time.)
- 10,000ft Broome Tandem Skydive (30 seconds free fall time.)
- 14,000ft Broome Tandem Skydive (60 seconds free fall time.)
- 15,000ft Broome Tandem Skydive (66 seconds free fall time.)
- Video and Photo's Packages, and
- Merchandise.

Airfield Facilities

The proposed customer service area at the Broome International Airport will act as a meeting place for those customers who are booked in for a tandem skydive, and their spectators.

Facilities will include a reception and customer lounge, with adjoining harnessing and briefing area for passenger training.

A space within the building will also be used for packing parachutes.

Although it will be possible for customers to enquire and make bookings in person, these premises will not be manned at all times (say in the case of bad weather.) For this reason, customers will be encouraged to pre-book their skydive either by phone or online with Geronimo Broome or through a 3rd party booking agent (such as the local visitors centre.)

Schedule

Bookings will be taken on an hourly basis starting at 8am and running through to 5 pm. This will mean 1 flight per hour will be dropped over Broome.

Each flight will accommodate 2 tandem pairs. This means a maximum of 20 customers (parachutes) per day.

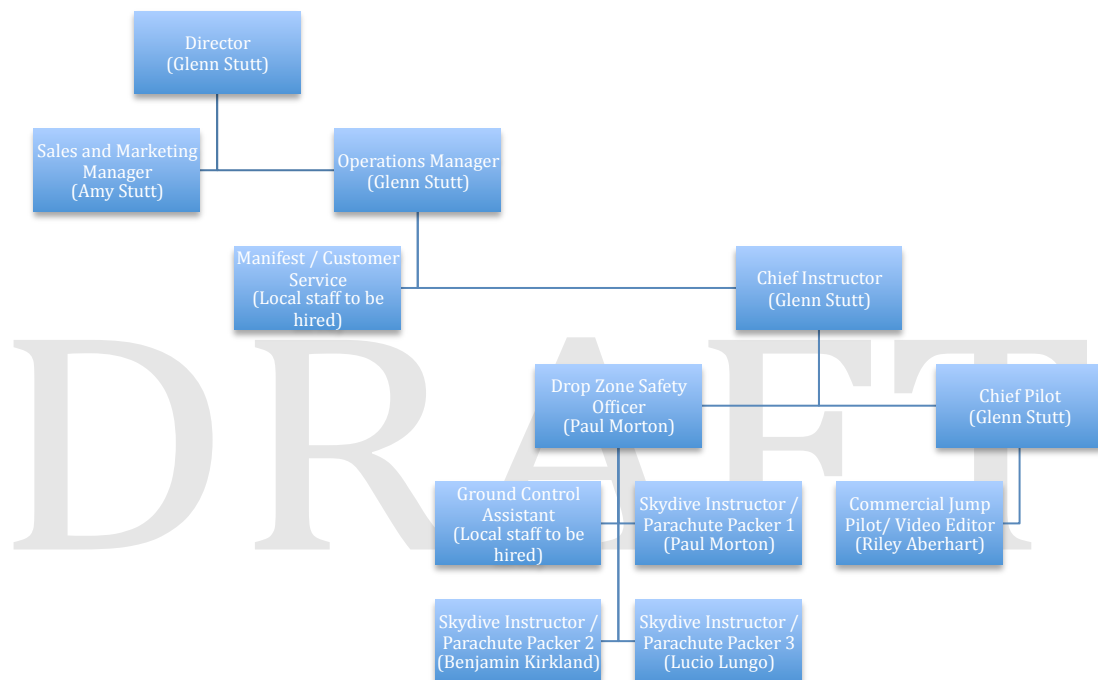
Geronimo Broome will be a seasonal operation, only open for 4 months of the year (May, June, July and August.)

The entire skydive experience with Geronimo Broome will take 2 hours from time of arrival and until completion. This leaves customers plenty of time to experience other activities in the area.

The Company

Geronimo Broome Pty Ltd T/A Geronimo Broome

Organisational Chart



Personnel

Glenn Stutt

Skydive Experience:

Glenn has been skydiving since 1995, and working full-time in the industry from 1999. He has personally logged more than 17,000 skydives. More than 10,000 of these have been tandem descents.

Qualifications through the Australian Parachute Federation (APF) include Chief Instructor, Drop Zone Safety Officer, Jump Pilot, Skydive Instructor and Tandem Master Examiner and Trainer. He is among the most experienced Skydive Instructors in the world.

Qualification	#	Date Issued	Date of Expiry
Display Pro	777	25/08/2017	30/09/2018
Jump Pilot Authorisation	275	05/09/2016	30/06/2018
Freefly Crest HD	138	20/04/2016	
Freefly Crest HU	138	20/04/2016	
Class 2 Medical		09/01/2015	02/12/2018
Instructor A		26/03/2012	31/03/2019
Packer B	1882	01/10/2010	31/03/2019
Sporting Licence		19/08/2010	30/06/2018
Certificate E	2296	20/09/2007	
Star Crest	3809	20/09/2007	
Endorsement AFF	1075	19/09/2007	31/03/2019
Endorsement Tandem	696	19/09/2007	31/03/2019
Tandem Sub-Endorsement - Racer		19/09/2007	31/03/2019
Tandem Sub-Endorsement - Vector/Sigma		19/09/2007	31/03/2019

Operations Experience:

From 2002 - 2007, Glenn Stutt was Operations Manager and Chief Instructor on the world's busiest and largest Drop Zone in Taupo New Zealand.

Glenn Stutt is current owner and Director of Geronimo Rottnest Pty Ltd and Geronimo Busselton Pty Ltd (www.skydivegeronimo.com.au.) This growing business was awarded the 2014 Adventure Tourism Gold Award in the prestigious WA Tourism Awards.

In the 2016/2017 financial year, Skydive Geronimo took 2,391 customers for a tandem skydive experience, with Glenn as Chief Instructor. This number represented growth of 40% on the previous period. Skydive Geronimo's experienced team of 15 staff are proud of our dedication to customer service, our 100% safety record, our good reputation with the local community, and our ongoing contribution to tourism in the Margaret River Region and on Rottnest Island.

Paul Morton

Paul began skydiving in New Zealand in 2000, and has worked as a full time Skydive Instructor since 2002. In 2016 he joined the Geronimo Busselton team as a Tandem Skydive Instructor and Drop Zone Safety Officer (DZSO.)

Paul is an experienced Instructor with a commitment to safety within the sport, making him an ideal choice for DZSO and Tandem Instructor at Geronimo Broome.

Qualification	#	Date Issued	Date of Expiry
Display Pro	605	29/08/2017	30/09/2018
Instructor A		19/01/2017	31/03/2019
Cert IV in Training & Assessment		14/12/2016	
Wingsuit Crest	212	29/01/2014	
Endorsement AFF	1248	18/06/2012	31/03/2019
Packer B	1863	18/04/2012	31/03/2019
Class 2 Medical		05/04/2012	27/04/2020
Sporting Licence		17/03/2012	30/06/2018
Endorsement Tandem	687	03/07/2007	31/03/2019
Star Crest	3784	03/07/2007	
Tandem Sub-Endorsement - Atom		03/07/2007	31/03/2019
Tandem Sub-Endorsement - Eclipse		03/07/2007	31/03/2019
Tandem Sub-Endorsement - Strong		03/07/2007	31/03/2019
Tandem Sub-Endorsement - Vector/Sigma		03/07/2007	31/03/2019
Certificate E	2238	30/11/2006	

Amy Stutt

Amy has more than 14 years experience in Sales and Marketing, and in 2010 became Director of Sales and Marketing for Skydive Geronimo. Amy is responsible for developing and promoting the Geronimo brand, website development and content management, social media strategy, sales and customer service training for staff, awards submissions and online and offline marketing campaigns.

As the Director of Sales and Marketing for Geronimo Broome, Amy will aim to raise the profile of skydiving in Western Australia by promoting a high-end, boutique style skydive experience. Additionally, she will work together with local tourism organisations and businesses to further promote Broome adventure tourism.

Vacant Positions

Vacant roles (as per the chart above,) will be filled after permission has been given for skydive operations to begin in Broome, and as per Skydive Geronimo Recruitment Procedures doc.

Equipment

Aircraft

Initially Geronimo Broome will be utilising a Cessna 182, owned by Skydive Geronimo, maintained to charter standard and approved for skydive operations.

Parachutes

Geronimo Broome will use Relative Workshop Sigma Micron, tandem parachuting systems. This is the latest technology parachuting system available.

Operations

The Australian Parachute Federation (APF) governs all skydiving operations in Australia. Geronimo Broome will be compliant with all APF operational requirements and CASA regulations.

A thorough risk assessment and approval to operate will be required, prior to start of operations.

Safety management and operational documents required:

- ✓ Australian Parachute Federation Operational Regulations
- ✓ Australian Parachute Federation Training Operations Manual
- ✓ Geronimo Broome Safety Management System (CASA approved)
- ✓ Geronimo Broome Jump Pilots Manual, including noise abatement plan
- ✓ Geronimo Broome Ground Control Assistant (GCA) Manual
- ✓ Geronimo Broome Emergency Response Plan
- ✓ Risk Assessment / Matrix
- ✓ Geronimo Broome Environmental Assessment and Management Plan

Customer Service Area

Geronimo Broome will seasonally lease a small office / operations space in the General Aviation precinct at the Broome International Airport. This space will be used for meeting and greeting passengers, taking payments, gearing up and packing parachutes.

Landing Area

An APF approved beach landing area (around 15m x 10m) will be set up at the beginning of each operating day, marked by cones and flags. This landing area will only be in use for a 6 – 8 minute window, every hour.

A Ground Control Assistant (GCA) will ensure safety of spectators, beach users and skydivers, by following the Geronimo Broome GCA Procedures Manual and APF regulations.

An alternative non-beach landing area may be sought, for use during high-tide.

Vehicles

Geronimo Broome will transport skydivers and spectators between the airport and beach landing areas in a 12-seater Toyota Commuter Van.

Refuelling

Avgas refuelling will be undertaken using existing facilities at the Broome International Airport.

Operating hours

Skydive Geronimo reservations will be handled in our Jandakot (Perth,) head office.

Our premise at the Broome International Airport will be manned during skydive operations only. Operations will run 7 days per week, May – August.

Contact details

Geronimo Broome Manifest – Phone to TBA
Geronimo Broome GCA – Mobile phone TBA
Skydive Geronimo Reservations – 1300 449 669
Chief Instructor – 0424 174 197

Operating limits

The operation will be limited by weather conditions, as per the Australian Parachute Federation.

Annual tide-tables must also be considered, to ensure enough space is available in the beach landing area.

Cancellations procedures

Customers will be required to pay a deposit of \$100.00 per person at the time of making their skydive booking.

At this stage, customers will be made aware of Skydive Geronimo cancellation policy, and terms and conditions of service.

On the day of the skydive, customers will be instructed to phone Geronimo Broome to check the weather for their skydive booking.

In the case of adverse weather conditions, customers will have the option of changing the booking to an alternative date, or cancelling their booking and receiving a refund of their deposit.

Marketing

The Geronimo Broome Marketing Plan outlines strategies across all marketing platforms. These strategies include online, print, PR, signage, database management, brochures, strategic pricing and third party booking agents.

Funds will be allocated to website development and maintenance, online and offline advertising, social media promotions, search engine optimisation, public relations, and memberships.

Initial Marketing Projects

- Seek accreditation through the Australian Tourism Accreditation Program,
- Website Updates (see www.skydivegeronimo.com.au)
- Search Engine Optimisation for relevant search terms,
- Design and printing of offline collateral including brochures, posters, signage, business cards etc.
- Brochure distribution,
- Memberships including local and regional tourism organisations,
- Integration with local visitor centre booking systems, and
- Approach other Broome businesses re bundles and packages for mutual promotion.

Ongoing Marketing Projects

- Regular social media engagement, as per Skydive Geronimo social media strategy.
- Interaction with tourism associations and complimentary businesses on social media, online and offline campaigns
- Marketing campaigns including competitions and promotions,
- Entry into WA Tourism Awards, and
- Search Engine Optimisation, and blog.

