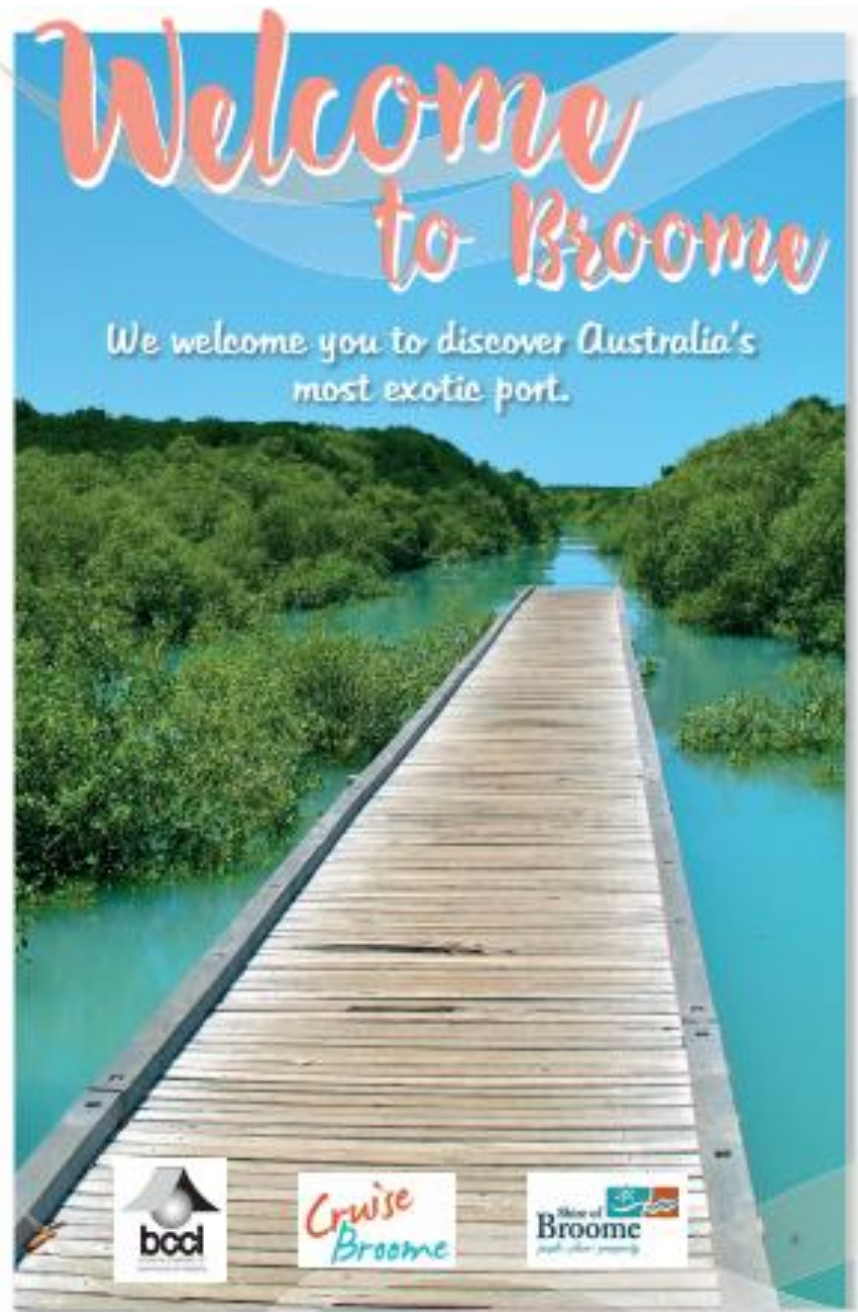




# Shire of Broome update

January 2017



## Cruise Broome

PO Box 1307, Broome WA 6725, Australia | +61 8 9193 5553 | [coordinator@cruisebroome.com](mailto:coordinator@cruisebroome.com)  
[www.cruisebroome.com](http://www.cruisebroome.com)

Cruise Broome is supported by the Shire of Broome and the Kimberley Development Commission





At the ordinary meeting of council in April 2016, the Shire of Broome granted \$50,000 to June 2018 toward the coordination and development of initiatives to support growth of the cruise ship sector in Broome.

The initial Tourism WA strategy had forecast Broome to be a tier 1 destination by 2020, yet by mid 2016 the strategy was reviewed according to unforeseen rapid growth in the sector meaning demand for industry was even more urgent.

In a report by Tourism Research Australia in 2012 titled “Evaluating the WA Cruise visitor experience”, it was published that in a survey of passengers across Fremantle, Bunbury, Geraldton and Broome that Broome performed lowest in the passenger experience. Considering Broome was the WA port that most influenced the selection of a cruise or the passenger, the report stated that *“investment in port services and facilities is important to improving the passenger experience as well as managing passenger expectations.*

*“Broome had the strongest potential to generate a return on investment with the highest passenger expenditure.”*

It was referenced by a report commissioned by the Broome Chamber of Commerce in 2010, “Broome Cruise Ship Development Strategy”:

*“Already Broome has tried on a number of occasions to have volunteer cruise ship committees but for a number of reasons these have not worked. There has been no structure and really it is because of a lack of understanding of the cruise ship industry and how it works.”*

So why, in 2016 had we not progressed to a more sophisticated cruise ship organising body who are the central point of contact for facilitation and growth of the industry for Broome?

Tourism WA had expressed frustration by the lack of Broome’s engagement in industry initiatives, famils and marketing. Cruise ship managers had disengaged with Broome due to apathy toward their business. And on the opposite spectrum Broome businesses were frustrated with the lack of organisation to facilitate opportunities in the sector.

Following Council’s endorsement of funding to the Chamber toward the development of a body to manage the cruise ship industry, the Kimberley Development Commission granted the remaining \$27,000 anticipated to seed the ongoing efforts.

With \$75,000 over two years the Chamber formed ‘Cruise Broome’, a small yet focused committee of industry stakeholders to engage with Tourism WA and cruise ship managers to mobilise Broome to meet industry demand. The key to success of this committee was to recruit individual enterprises who ‘have skin in the game’ – personally understanding the financial reward this sector brings to Broome and prepared to invest ensuring its future.

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Invitations were issued and accepted by the below entities comprised of 3 private enterprise and 3 institutional members:

1. Broome Transit – Shayne Murray (private enterprise)
2. Kimberley Ports Authority – Sean Mulhall, Commercial Manager (institutional)
3. Broome Tourism Leadership Group – James Brown, Cygnet Bay Pearls (institutional)
4. Galwey Pearls – David Galwey (private enterprise)
5. The Roey Hotel – Michael Windle (private enterprise)
6. Broome Chamber – Jael Napper (Institutional)

The Committee of Cruise Broome has since been joined by Peter Taylor as president of the Broome Chamber and meets on the second Thursday of every Month at 8.30am at the Broome Chamber of Commerce & Industry office.

In line with the title of 'Cruise WA', a sub-brand of Tourism WA, the group agreed on the name of 'Cruise Broome' to align with the state. To further align with the Shire of Broome, the style guide of 'Love Broome' was used to create the logo of 'Cruise Broome' to leverage synergies of the relationship with the Shire of Broome which uses the #LoveBroome logo on its email footers.

The first actions of the group were to:

1. Re-establish an enthusiastic relationship with Tourism WA and cruise ship stakeholders
2. Attend key industry events to pro-actively sell the destination as an ideal inclusion in future excursions
3. Develop a Broome retailer engagement strategy
4. Appoint a coordinator to take charge of administration of the group
5. Appoint a coordinator of the volunteer efforts to greet passengers on arrival at the Roey
6. Attend key cruise exchange conferences alongside Tourism WA to pro-actively sell Broome as an ideal destination for major ships
7. Work with the Kimberley Ports Authority to understand infrastructure needed to meet industry demand and help advocate the need for funding
8. Address issues of industry concerns with regards to Broome
9. Develop an information brochure specifically for on-shore passengers to offer simple yet effective information of how to make the most of their short time in Broome
10. Develop on shore experiences to fill the gap of what is currently available to ships
11. Present key workshops, information and incentive programs to lift the level of business engagement in the industry
12. Offer opportunities for local business to capitalise on the opportunities offered by this rapidly growing sector
13. Elevate the satisfaction score of ship passengers coming to Broome
14. Encourage more ships to the destination
15. Develop a business plan to ensure the ongoing financial viability of the Group

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Since its inception in May 2016, Cruise Broome has undertaken the below activities:

17/18 May 2016	Broome – hovercraft, matso’s, jetty to jetty, dampier peninsula	Famil – Cruise operations supervisor Abercrombie & Kent	Shayne Murray Jael Napper
24 May 2016	Perth	Cruise WA meeting	Shayne Murray
7 June 2016	Perth	Cruise WA strategy review meeting – induction of Broome on committee	Shayne Murray
28/29 July 2016	Perth	WA Cruise Exchange conference	Shayne Murray Kevin Shellack Melva Stone
6/7 August 2016	Broome & Dampier Peninsula	Famil - Cruise Operations Supervisor, Abercrombie & Kent	Shayne Murray
7/8/9 September 2016	Sydney	Australian Cruise Association Conference	Shayne Murray
11 October 2016	Perth	Cruise WA committee meeting	Shayne Murray
18 October 2016	Sydney	Meeting Carnival Corp, Intercruises and Royal Caribbean	Shayne Murray
26 October 2016	Broome	Tour guide & volunteer workshop with Tourism WA “Welcoming Cruise Passengers to the West”	Industry
28/29/30 November 2016	Broome & Dampier Peninsular	Escort Famil Cruise Ready Workshop, Michael Mihaljov Carnival Corporation, James Coughlan Intercruises and Christine Cole Tourism WA	Shayne Murray
28 November 2016	Broome	Cruise Ready workshop with Tourism WA, Carnival and Intercruises “Cruise Ready Workshop”	Industry
2 December 2016	Sydney	Meeting Carnival Corp, Intercruises and Royal Caribbean	Shayne Murray
6 December 2016	Perth	Cruise WA Committee meeting	Shayne Murray

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## MARKETING & ADMINISTRATION

Cruise Broome has engaged in minimal marketing activity outside of personal engagement until its remit is fully established. To date it has created:

1. Destination marketing brochure to present to industry at cruise exchange  
[http://cruisebroome.com/wordpress/wp-content/uploads/2016/07/Cruise-Broome-Australia\\_Brochure.pdf](http://cruisebroome.com/wordpress/wp-content/uploads/2016/07/Cruise-Broome-Australia_Brochure.pdf)
2. Website [www.cruisebroome.com](http://www.cruisebroome.com)
3. Email accounts [shaynemurray@cruisebroome.com](mailto:shaynemurray@cruisebroome.com) & [coordinator@cruisebroome.com](mailto:coordinator@cruisebroome.com)
4. Shore passenger brochure [http://s3-ap-southeast-2.amazonaws.com/wh1.thewebconsole.com/wh/7031/images/0007\\_Flyer\\_Cruise-Broome\\_A6-fold\\_Final.pdf](http://s3-ap-southeast-2.amazonaws.com/wh1.thewebconsole.com/wh/7031/images/0007_Flyer_Cruise-Broome_A6-fold_Final.pdf)

## EXECUTIVE APPOINTMENTS

As an interim administration coordinator for Cruise Broome Melva Stone was seconded from the BCCI to fulfil its needs until a broader understanding of the scope of works was understood.

In September 2016 the position of Tour Coordinator was advertised for Cruise Broome with many applications received. The BCCI's CEO alongside Cruise Broome's Chairman Shayne Murray interviewed Kim Briggs and negotiated the position on a contracted hourly term of \$30 per hour.

Kim has proven herself to be an invaluable conduit to the success of Cruise Broome through her years of experience in the tourism sector and keen business nous as she currently studies in a Bachelor of Business for which she has consistently scored high achievements. A key asset to Cruise Broome, Kim's resume includes:

Aug. 2016 – Present Kimberley Pearl Charters, Guest Liaison & Booking Agent, Broome July 2016 – Present

July. 2016 – Sept. 2016 Willie Creek Pearl Farm, Consulting Work, 'From the Sea' Pearl Harvest & Shinju Matsuri Event, Aug.-Sept

Mangoes Marketing, Consulting Work, Perth Airport WA Tourism Awards, July – Aug.

Jan 2016 – July 2016 Broome Visitor Centre, Sales & Servicing Manager, Broome Jan 2016 – July 2016

Oct 2008 – Dec 2015 Flight Centre Limited, Travel Manager, Stage and Screen Travel, Melbourne

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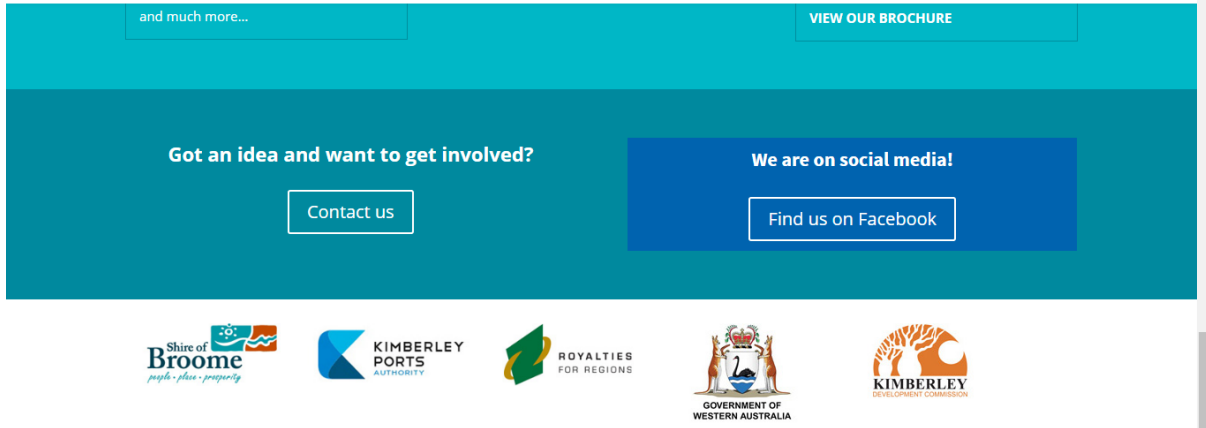
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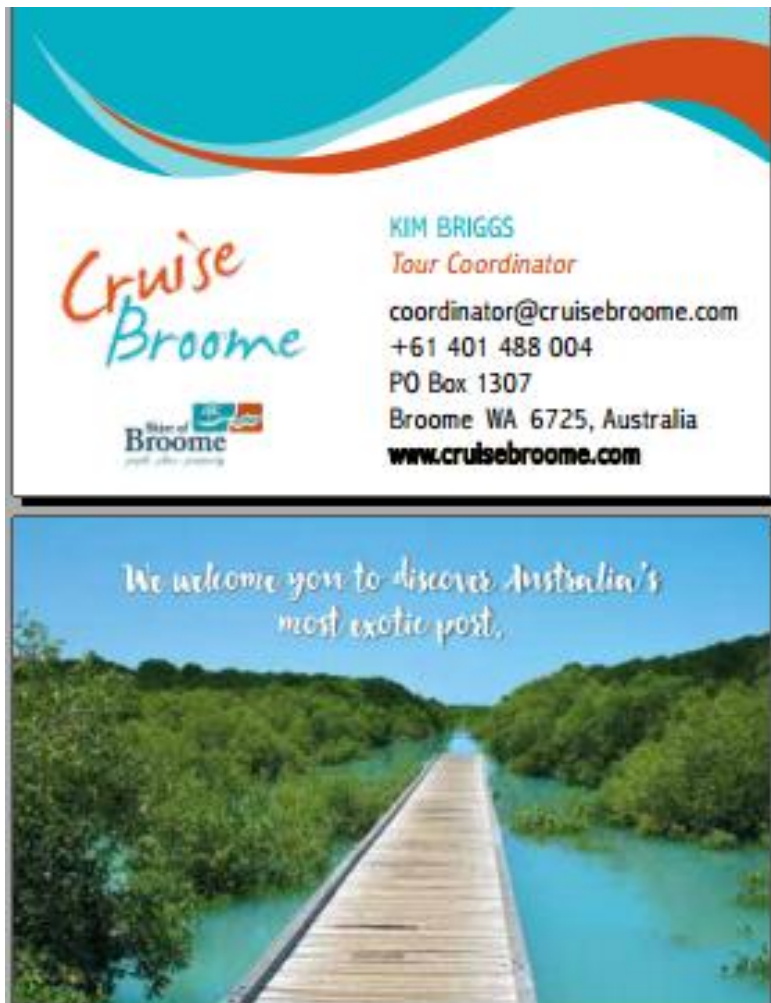


## ACCREDITATION TO SHIRE OF BROOME

1. Website [www.cruisebroome.com](http://www.cruisebroome.com)



2. Business cards



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## 3. PASSENGER BROCHURE

**SUPPLIES & USEFUL INFORMATION**

**PASPALLEY PLAZA CHINATOWN**  
Post Office, Newsagency, Chemist and Coles supermarket alongside specialty stores and cafés.



**BOULEVARD SHOPPING CENTRE**  
Chemist, Newsagency, Woolworths supermarket, Telstra, National Australia Bank and cafes.





**BANKS**  
Westpac - Corner Napier Tce & Carnarvon St  
Bankwest - Napier Tce  
ANZ - Carnarvon St  
NAB - Boulevard Shopping Centre  
Commonwealth - Corner Hamersley & Barker St


**DR SURGERIES**  
Roebuck Bay Medical Services - 1/50 Dampier Tce  
(08) 9193 6846  
Broome Doctor's Practice - 3/7 Napier Tce  
(08) 9193 7933

**DENTISTS**  
Broome Dental Clinic - 6 Barker St  
(08) 9192 1624  
Bruce Rudeforth The Broome Dentist - Haas St  
(08) 9192 3844


*How was your experience in Broome?*  
We welcome you to offer us your feedback - go to [www.cruisebroome.com](http://www.cruisebroome.com) or email [coordinator@cruisebroome.com](mailto:coordinator@cruisebroome.com)











*We welcome you to discover Australia's most exotic port.*



Streeter's Jetty at high tide



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## FINANCIAL REPORT

<b>INCOME</b>		
Shire grant		50000
Advertising - brochure		3091
KDC		27200
<b>EXPENSE</b>		
Reimbursement to chamber for fy 15 16	1516	
Travel	844	
Coordinator	6874	
Cable Beach hire - tables & Charis	125	
business cards	242	
graphic design	846	
printing	3010	
Aust. Cruise Exchange	2600	
Misc expenses	771	
website	1364	
Shade for Roey	1180	
Advertising via Tourism wa	341	
BCCI administration	3000	
	<b>22713</b>	<b>80291</b>
		<b>57578</b>

Direct spend Broome Transit not included in the budget \$9,600.00

## ACTIONS AS IDENTIFIED THROUGH STAKEHOLDER ENGAGEMENT

1. Enhance first impressions of the destination
  - a. Skin shipping containers with photo opportunity (completed)
  - b. Port of Broome undertaking a beautification project (in progress)
  - c. Port of Broome undertaking walkway to shore for those who don't wish to wait for a bus (in progress)
  - d. Camels on the Port to welcome passengers (in progress)
  - e. Cultural welcome to greet passengers in partnership with Yawuru (in progress)
  - f. Enhance drop off location of Roey Carpark with things to do and see (in progress)
  - g. Formalise a volunteer program through the BCCI (in progress)
  - h. Provide a sense of welcome to passengers through a fanfare of market and exhibition of Broome (in progress)
2. Offer more diversity of tours to be sold on ship
  - a. Create joint ventures with existing business enterprise to create tours to be sold on ship
3. Only 1/3 passengers pre-book tours on board ship.

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- a. Enhance the experience for the remaining 2/3 passengers (approx. 1400 people) through a greater experience of fanfare and a 'taste of Broome' within the restrictions of a 6-hour experience in the extreme weather conditions of the destination. Sell Broome through a market of interactive things to do and see in the destination (in progress with Dampier Tce market)
  - b. Increase the experiences on offer to passengers for pre-booking on ship with new bespoke tours not otherwise on offer to tourists in Broome
4. Port infrastructure to enable all sized ships at all tides
    - a. Immediate solution to enable tenders from major ships in deep water to port – approx. 10 minutes
    - b. All tide gangway studies being conducted
    - c. Removal of channel rock inhibiting low tide arrivals being explored

#### ACHIEVEMENTS TO DATE

1. Attendance at cruise ship workshop in 2016 increase by 350% from 20 people in 2014 to 70 people in 2016
2. Increase of arrivals to Broome port in 2016 from 15 major ships (1000+ passengers in 2015) to 19
3. Increase of offering to on-ship tour sales with the addition of three new tours created by Cruise Broome including the Jetty to Jetty, Champagne Sunset on Cable Beach and Kaleidoscope tours with more in development
4. Re-engagement with Tourism WA who have appointed a Broome representative on the state strategic planning committee
5. Engagement with the Kimberley Ports Authority who are now dedicated to solutions-driven planning with support of Tourism WA to infrastructure and improvements to meet market demand
6. Structured and clear lines of communication with Broome business to support and encourage the opportunities of cruise ship passengers
7. Development of fanfare to make ship passengers feel valued and enhance their experience on shore – encourage return visitation
8. Direct relationships with industry such as Caribbean who are "gun shy" from previous poor experience of the destination

#### PLAN FOR FUTUTRE FINANCIAL VIABILITY OF CRUISE BROOME

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Now that Cruise Broome is established, it is exploring options of future funding. This will be achieved through:

1. Fee for service to coordinate tours – Cruise Broome is pulling together bespoke shore excursion tours to offer for sale to ships. This proposes to fill the void of experiences offered to passengers, engage more tourism business enterprise in the sector, at the same time incentivising cruise ship management through commissions to be earned through sales of tours
2. Sale of merchandise to passengers – Cruise Broome is exploring the option of merchandise commissioned specifically for the sale to passengers from ships. These will include conical hats with #LoveBroome logo, and paper parasols. Neither option posing opposition to current offerings by existing business.
3. Cruise ship markets – fee to stallholders in proposed cruise ship markets held throughout the year. A modest amount is proposed to be yielded after expense of fees and coordination.
4. Sponsorship – With the building of marketing platforms owned by Cruise Broome there will soon be opportunities to procure sponsorship from key stakeholders who enjoy the benefits of the increase in sector.

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