

## **CRUISE SHIP SPONSORSHIP AGREEMENT**

### **PURPOSE**

The purpose of the Agreement is for the Shire of Broome and Cruise Broome to work together, and independently, to ensure the continued success and growth of tourism in Broome, and create positive outcomes for both parties.

The intention of the agreement is to see both parties act in ways that honour the spirit of the partnership and continue to foster a positive, collaborative relationship.

### **1. OBJECTIVES**

The parties AGREE that their objectives are to:

- a) Provide cruise ship passengers with an outstanding quality experience of Broome which they take away with them to become Ambassadors of Broome

Cruise Broome works collaboratively with Kimberley Ports, Broome Transit and Broome Visitor Centre to create a memorable and outstanding experience for Cruise Ship passengers. From the moment passengers disembark off the ship, Cruise Broome strives to ensure ease and efficiency for all involved. Current process, facilities and activities include:

- Cruise Broome meet & greet team member and tour coordinator at Port to assist and direct passengers.
- Shade, seating & free water facilities constructed and available at Port.
- Sufficient free coach transfers to transport passengers to Chinatown and return to ship. (See schedule below)
- Cruise Broome meet & greet volunteer team upon arrival in current drop off zone located in Chinatown to direct and assist passengers.
- Free 'Welcome to Broome' brochure and map provided to passengers upon arrival in Chinatown.
- Broome Visitor Centre Desk and representative upon arrival at current drop off zone located in Chinatown.
- Shade, seating & free water facilities constructed at current drop off zone located in Chinatown.
- Cruise Ship Markets located in current drop-off zone for cruise ship passengers.
- Tour operators desk & Broome Pedi-cabs available from current drop off zone for cruise ship passengers.
- Additional station with Cruise Broome volunteer shade, seating and free water facilities set up at Cable Beach location upon ship's request.

\*Cruise Broome gathered feedback from passengers travelling aboard the Pacific Eden visiting Broome Saturday 16<sup>th</sup> of June and Sunday the 17<sup>th</sup> of June. This data indicates the current positive experience being provided by Cruise Broome and areas for further improvement.

**b) Provide local business every opportunity and encouragement to benefit from the influx of potential customers that cruise ship visits provide.**

Cruise Broome organised a Cruise Ready Workshop with Tourism WA and invited local businesses and tour opportunities to partake in workshop held in Nov. 2016. This provided local businesses and tour operators the opportunity to learn more about the industry and how to best benefit from the influx of potential customers. Cruise Broome was also introduced at this event as point of contact for local businesses.

Since this time, Cruise Broome has worked with a number of local tour businesses and operators to create a further 6 new shore excursions. These shore excursions involve collaborative work between tour operators and businesses to create unique Broome experiences and are available to be sold on the ship.

Cruise Broome has arranged Cruise Ship markets for all ship arrivals, opening the opportunity to all local businesses to further benefit from the influx of customers and encouraging cohesive work between tour operators onsite.

Cruise Broome also emails all Chinatown retailers and Broome Businesses two week and one week reminders with handy hints to benefit from influx, and always encouraging local businesses to share ideas for next ship arrivals.

**c) Utilise Cruise Broome to assist the Shire in meeting its community, corporate and business goals**

The cruise ship industry is an important economic driver in Broome, and Cruise Broome seeks to assist the Shire of Broome in ensuring that continual growth and opportunity as delivered by the cruise ship sector is reflected in its community, corporate and business goals.

**d) Provide Cruise Broome with access to the Shire's resources and assistance with delivering the goal**

Cruise Broome works collaboratively with the Shire of Broome on logistics to do with event and permit applications to facilitate the sector.

**e) Encourage business and the local community to actively participate in the events**

Since organising the Cruise Ready workshop with Tourism WA in Nov. 2016 Cruise Broome has been working collaboratively with a number of local tour operators and businesses to actively participate in Cruise Ship arrivals. This includes the creation of 6 new shore excursions plus Cruise Ship markets as noted in point b.

**f) Assist Broome to become Tier 1 Cruise Ship destination by 2020 and achieve a significant annual increase in cruise ship visitation**

Cruise Broome has been in communication with two major cruise lines, Cunard and Royal Caribbean, who have both indicated interest in visiting Broome. In order to meet their demands and ensure we can become a Tier 1 Cruise destination and continue to attract further opportunities, Cruise Broome has identified key areas of development which will be required to ensure this goal is met (Outlined in Cruise Ship Market Strategy), and will continue to work closely with all parties involved to facilitate process.

Since the sponsorship agreement was made with the Broome Chamber of Commerce & Industry in 2016 it was announced that Carnival will be pulling Fremantle as a home Port, a decision which will significantly impact regional Ports in Western Australia. In response to this, Cruise Broome has provided a strategic plan to Tourism WA and Kimberley Development Commission and will continue to work closely with key stakeholders and Carnival to ensure Carnival ships return in 2019. (Strategies outlined Cruise Ship Market Strategy document)

## **2. TERM**

It's proposed an agreement be reached for funding from July 2018 onward.

## **3. CRUISE BROOME'S RESPONSIBILITIES**

In consideration of its responsibilities, Cruise Broome agrees to:

### **a) Work closely with Tourism WA to promote cruise ship visitation to Western Australia annually and working towards achieving the objectives set by Tourism WA by 2020**

Upon feedback received from Tourism WA, Cruise Broome acknowledged prior workings for coordination of cruise ship arrivals had not been managed to its greatest potential, and led to a communication breakdown between Tourism WA and Broome operators and businesses. In order to rebuild these relationships the BCCI formed Cruise Broome, an industry body charged with the forward planning and development of the cruise ship industry in Broome.

Governed by representatives from the Broome Visitor Centre, BCCI, Kimberley Ports Authority and private business enterprise, Cruise Broome provides one point of contact for Tourism WA and seeks to work collaboratively to achieve State goals and objectives and work closely with on ground tour operators and local businesses to facilitate growth and opportunities within and for the Cruise Ship market within Broome.

Cruise Broome President has worked tirelessly to rebuild relationship with Tourism WA. Cruise Broome hosted a Cruise Ready workshop held by Tourism WA in November 2016 which saw over 70 attendees – a significant increase on previous year which saw 30 attendees. Cruise Broome President has attended a number of interstate Australian Cruise Association (ACA) Meetings, working with Tourism WA, to positively promote Broome as a cruise ship destination.

### **b) Identify and implement strategies to promote Broome as a cruise ship destination**

Outlined in Cruise Ship Market Strategy.

### **c) Identify and engage with key stakeholders to secure commitment and develop and implement a sustainable cruise ship model into the future**

Outlined in Cruise Ship Market Strategy

### **d) Develop a model that has financial support from industry and other government agencies towards the ongoing sustainability of the cruise ship visitation to Broome.**

Cruise Broome has created 6 new shore excursions, coordinates cruise ship markets and partakes in markets selling items on behalf of Cruise Broome - all activities stimulate a small financial gain for Cruise Broome, however points detailed in competitive strategy indicate the cruising industry is a key economic driver to Broome and essential to its future tourism sector as a growth in industry.

With this in mind and to ensure ongoing sustainability of Cruise Broome to facilitate and coordinate Cruise Ship arrivals, we will be seeking to gain ongoing financial support through local government from the distribution of tourism differential rates as decided by the Economic Development Advisory Committee.

- e) Work with key stakeholders to develop a schedule of events and activities to achieve the objectives of this agreement.**

Outlined in Cruise Ship Market Strategy

- f) Be responsible for communicating with key stakeholders in a timely manner to ensure buy-in and successful implementation of events**

The Chair of Cruise Broome, Shayne Murray, has become a pivotal point of contact for all things cruise shipping in Broome and has positioned Cruise Broome as an inclusive and progressive body.

The Cruise Broome Tour coordinator communicates with key stakeholders including members of the Shire, for all incoming ship arrivals two weeks and one week prior to arrival. Events are also communicated through social media platform and Broome Chamber of Commerce website and weekly newsletter.

- g) Coordinate all events and activities and liaise with ground operators and other stakeholders to ensure successful implementation.**

Two weeks and one week prior to cruise ship arrival Cruise Broome Tour Coordinator communicates with ground operators and other stakeholders all event details and activities to ensure successful implementation. Should there be any changes to event, Cruise Broome will ensure all changes are clearly communicated to all involved.

Cruise Broome works collaboratively with Kimberley Ports, Broome Transit and Broome Visitor centre to create a memorable and outstanding experience for Cruise Ship passengers. From the moment passengers disembark the ship, Cruise Broome strives to ensure ease and efficiency for all involved. Current process, facilities and activities include:

- Cruise Broome meet & greet team member and tour coordinator at Port to assist and direct passengers.
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**h) Be responsible for the coordination of logistics, including shuttle buses, shade, water, emergency managements and any permits or approvals required**

Cruise Broome is responsible for the coordination of all logistics noted in point G and has acquired all permits and approvals required for the activities undertaken.

**i) In collaboration with Tourism WA, organise and deliver capacity building activities for local businesses to better cater for the cruise ship market segment and promoting Broome.**

Cruise Broome collaborated with Tourism WA to deliver a workshop: Welcoming Cruise Passengers to the West which was attended by 25 local coach operators, tourism attractions, tour guides, volunteers and others. The event was held at Cable Beach Club Resort on Wednesday 26 October 2016.

Cruise lines consider unique landside visits an integral element of the overall cruise experience. This workshop will benefit those who interact with cruise passengers, by providing insights into the skills that ensure cruise passengers have a memorable visit. Topics ranged from understanding cruise line expectations, to providing interesting commentary and storytelling for passengers.

Additionally Cruise Broome organised a Cruise Ready Workshop with Tourism WA and invited local businesses and tour opportunities to partake in workshop held in Nov. 2016. This provided local businesses and tour operators the opportunity to learn more about the industry and how to best benefit from the influx of potential customers.

Cruise Broome was also involved in the Australia North West Tourism breakfast, presenting a slideshow and ten minute presentation to local businesses. This event provided a further opportunity for Cruise Broome to deliver information on the cruise ship market and how businesses can better cater for this segment and Cruise Broome's long term goals.

**j) Recognise the Shire as a major sponsor:**

- In all advertising and promotional material, including without limitation on any program, brochure and other printed communications.

Broome Shire logo is clearly printed on all 'Welcome to Broome' brochures produced and handed to passengers.

All email correspondence from Tour Coordinator and President.

Noted on letterheads used for all professional communication from Tour Coordinator.

Noted on slideshow presentations and Cruise Ship Strategy working document.

- On any website used for the events and promotions, and provide a link to the Shire's website**

Broome Shire Logo is on Cruise Broome's website and can be clicked as a link directly to Shire's website. Broome Shire logo is also noted and displayed on Cruise Broome Facebook page.

- Via signage at significant events and locations.**

Currently this point is not applicable as we have no signage at events – we are however currently investigating the cost for flags along the Jetty which would include one for Broome Shire.

**k) Verbally acknowledge the Shire as a sponsor during formal speeches.**

Broome Shire has been verbally acknowledged in all formal speeches.

**l) Promote the Shire in radio, printed or television advertisements/communications at all opportunities.**

Broome Shire logo is noted on all printed communication from Cruise Broome.

**m) Include reference to the Shire in media releases sent to media outlets within Australia where appropriate.**

Broome Shire logo is noted on all printed communication from Cruise Broome.

**n) Submit to the Shire no later than December of each year a report outlining:**

- i. Demonstration that the model has been developed and implemented to establish a sustainable cruise ship model into the future.
- ii. Audited and/or certified statement of financial performance and the acquittal of the Shire's contribution, including details of external financial support committed and/or received
- iii. A copy of any publicity and recordings of events/activities
- iv. Documented evidence of input on infrastructure required to facilitate becoming Tier 1 Cruise ship destination by 2020 into the growth planning process

Outlined in Cruise Market Strategy

**v. The results of a satisfaction survey of stakeholders, customers and community**

Results of satisfaction survey of Cruise Ship customers has been provided. Key stakeholders from Cruise Lines have passed comments – Broome has significantly improved in responsiveness and efficiency with on-ground operations and have noted improvement in experiences available to passengers.

**4. SHIRE RESPONSIBILITIES**

In consideration of its responsibilities, the Shire AGREES to:

- a) Provide sponsorship funding on the following dates subject to;
  - i. The provision of a tax invoice and;
  - ii. Satisfactory compliance with the terms of this agreement.

<b>Sponsorship Amount</b>	<b>PAYMENT DUE</b>	<b>Required Documents</b>	<b>DUE BY</b>
\$40,000.00 pa			

- b) Provide the following in-kind support;

<b>ITEM</b>
Promotion in the Shire news and website

