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Mr Shayne Murray  
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**Email: [ShayneMurray@cruisebroome.com](mailto:ShayneMurray@cruisebroome.com)**

Dear Shayne

## LETTER OF SUPPORT

Cruise shipping is an important part of Western Australia's tourism industry, generating \$387 million in expenditure in 2016-17, and provides direct economic benefit to the State's ten cruise gateway destinations, including Broome. The establishment of 'Cruise Broome' to address issues and activities important to the development of the cruise industry for the Broome business community is a commendable undertaking.

With over 20 large cruise ship visits currently scheduled to visit Broome, it is vital to ensure a memorable experience for all passengers. Providing a warm welcome and appropriate infrastructure and services is vital. In addition, the Port of Broome is set to receive a \$7 million upgrade to enable 24-hour cruise ship access, and funding has been granted to support the purchase of an all-tide gangway system for Broome that will enable more efficient passenger disembarkation.

*The Australian Cruise Association (ACA) Economic Impact of Cruise Shipping Report* (September 2017) estimates that the economic impact from 22 large cruise ship visits to Broome in 2016-17 equated to \$10 million in total expenditure. Cruise Broome's support of Tourism WA's bid to host the ACA Conference in Broome later this year was significant to our success, and highlights the importance of our partnership in delivering this national event. I also acknowledge your contribution in the development of the State's cruise shipping industry, being Broome's representative on the Cruise WA Committee.

Please feel free to use this letter to support your funding application to the Shire of Broome. However note that while Tourism WA is supportive of this application for funding, this letter does not commit any financial assistance from this agency.

We wish you every success with your application.

Yours sincerely

A handwritten signature in blue ink that reads 'Derryn Belford'.

DERRYN BELFORD  
Executive Director Destination Development

27 February 2018

