



WESTERN
AUSTRALIA
WALKING ON A DREAM

SHINJU MATSURI

FESTIVAL
OF THE PEARL
BROOME
WESTERN AUSTRALIA



EVENT REPORT
2023



SHINJU MATSURI 2023 OVERVIEW:

THE 53RD SHINJU MATSURI, FESTIVAL OF THE PEARL, SAW OVER 90 EVENTS & EXPERIENCES HAPPEN ACROSS 16 DAYS FROM AUGUST 26TH - SEPTEMBER 10TH.

KICKING OFF PRE SHINJU WITH GOOLARRI'S A TASTE OF BROOME, THIS YEARS PROGRAM SAW THE BIGGEST VARIETY OF EVENTS & EXPERIENCES, WITH THE LARGEST NUMBER OF INDEPENDENT EVENTS JOINING OUR FESTIVAL PROGRAM SINCE 2019.

OUR TEAM, COMPRISED MOSTLY OF BROOME BASED WORKERS & VOLUNTEERS, SERVED A TOTAL OF 1,434 GUESTS ACROSS OUR PREMIUM DINING EVENTS, ENTERTAINED 1000'S FROM THE LOCAL COMMUNITY WITH A JAM PACKED COMMUNITY EVENT PROGRAM, AND THIS YEAR'S SHINJU MATSURI ART AWARDS HAD A TOTAL OF 104 ENTRIES, THE LARGEST AMOUNT OF WORKS SINCE PRE COVID. TO TOP OFF A VERY SUCCESSFUL ART AWARDS, THE EXHIBITION HAD AN EPIC 600+ COME THROUGH THE DOORS OVER 6 DAYS TO ADMIRE THE LOCAL ARTWORK.

WE PROUDLY ENGAGED 47 LOCAL SUPPLIERS & BUSINESSES TO PROVIDE THE MAJORITY OF WHAT WE NEEDED FOR OUR EVENTS TO RUN FROM EQUIPMENT & FURNITURE, PRODUCE & SUPPLIES, PRINTING & SIGNAGE, AND EVERYTHING IN BETWEEN.

MORE LOCAL BUSINESSES & ORGANISATIONS CAME ON BOARD AS SHINJU MATSURI SPONSORS IN 2023 WITH A TOTAL OF 51 SPONSORS FROM PLATINUM SPONSORS THROUGH TO COMMUNITY PARTNERS, CONTRIBUTING \$447,675 IN FUNDING, SERVICES & PRIZES TOWARDS THE SUCCESSFUL EXECUTION OF THIS YEAR'S FESTIVAL.

FULL EVENT PROGRAM 2023

TIME	EVENT	LOCATION
THURSDAY 24TH AUGUST		
5pm	A Taste of Broome: Music & Picture Show	Goolarri
FRIDAY 25TH AUGUST		
9am	A Taste of Broome: Narlijia Tour	Dpt. Goolarri
11am - 2pm	A Taste of Broome: Broome Film Showcase	Goolarri
11am - 4pm	A Taste of Broome: Cultural Hub	Goolarri
2.30pm - 4pm	A Taste of Broome: Puppet & Storytelling workshop	Goolarri
2.30pm	A Taste of Broome: Mabu Buru Tour	Dpt. Goolarri
4.30pm	Cable Beach Triathlon 5km Dash for Cash	Cable Beach
5pm - 9pm	A Taste of Broome: Stephen Pigram & the Nagula Wamba Band's Fish Soup & Rice Concert	Goolarri
5pm- 7pm	Cross Country Exhibition Opening	Black Stump Gallery
SATURDAY 26TH AUGUST		
8am - 1pm	Broome Courthouse Markets	Courthouse Gardens
10am	A Taste of Broome: Narlijia Tour	Dpt. Goolarri
11am - 4pm	A Taste of Broome: Cultural Hub	Goolarri
11am & 11.45am	A Taste of Broome: Sandfly Circus	Goolarri
1.15pm - 2.15pm	A Taste of Broome: Kimberley Cooking Experience	Goolarri
2.30pm - 4pm	A Taste of Broome: Broome Film Showcase	Goolarri
2.30pm	A Taste of Broome: Mabu Buru tour	Dpt. Goolarri
4pm - 6pm	NORTHSIDE RENTALS SHINJU OPENING CEREMONY	Town Beach
6pm - 11pm	Dahlia Designs Shinju Opening Ball	Festival Hub
5pm - 9pm	A Taste of Broome: Soiree	Goolarri
5pm - 9pm	Pizza Amongst the Plants	Little Local
6pm - 9pm	Shui Takes Shinju: Leigh Power at the Mangrove Hotel	Mangrove Hotel
6.30pm	Cable Beach Triathlon Welcome Dinner	Cable Beach
8pm	Hells Bells: ACDC Tribute	Roebuck Bay Hotel
SUNDAY 27TH AUGUST		
6.30am	Cable Beach Triathlon	Cable Beach
8am - 12pm	Broome Courthouse Markets	Courthouse Gardens
1pm	Roey Family Fun Day	The Roey
3pm - 6pm	Roebuck Bay Hotel Shinju Float Parade & Mardi Gras	Chinatown/Male Oval
6pm	HitWA Carnival of Nations	Male Oval
5pm - 9pm	Pizza Amongst the Plants	Little Local
MONDAY 28TH AUGUST		
10am	Free Women on a Savage Frontier (Mon - Fri)	SSJG Heritage Centre
11.15am	Sisters Pearls & Mission Girls (Mon - Fri)	SSJG Heritage Centre
5pm - 9pm	Pizza Amongst the plants	Little Local
TUESDAY 29TH AUGUST		
4.30pm - 8pm	Wayfarer's Gourmet Experience: Shinju Edition	Salty Plum Tours
7pm - 9.30pm	Trivia Tuesday	Pearlers Restaurant & Bar
WEDNESDAY 30TH AUGUST		
6pm - 9pm	Horizontal Falls Seaplane Adventures Chinatown Feast	Short St. Chinatown
7.30pm - 9.30pm	Drag Bingo	Pearlers Restaurant
THURSDAY 31ST AUGUST		
4pm - 8pm	Thursday Night Markets	Town Beach
5pm - 8pm	Shinju Paint & Sip with Art by Tamara Jane	Pearlers Restaurant
6pm - 7pm	Fusion Moonrise	Carnarvon St
6pm	Groovy Lips: Staircase to the Moon	Mangrove Hotel
FRIDAY 1ST SEPTEMBER		
9am - 7.30pm	Broome Bowling Club Shinju Matsuri Open 4's	Broome Bowling Club
4pm - 8pm	Staircase to the Moon Night Markets	Town Beach
4.30pm	Broome Speedway Shinju Stampede	Broome Speedway
5pm - 9pm	Pizza Amongst the Plants (Fri - Mon)	Little Local
6pm	Groovy Lips: Staircase to the Moon	Mangrove Hotel

FULL EVENT PROGRAM 2023

TIME	EVENT	LOCATION
FRIDAY 1ST SEPTEMBER		
6pm & 8.30pm	Flickerfest International Short Film Festival	Sun Pictures
6pm - 8pm	Ngayuku ngura - My Country Exhibition Opening	Short St Gallery
7pm	Marrugeku's Mutiara	Broome Civic Centre
SATURDAY 2ND SEPTEMBER		
8am - 1pm	Broome Courthouse Markets	Courthouse Gardens
9am - 7.30pm	Broome Bowling Club Shinju Matsuri Open 4's	Broome Bowling Club
4.30pm	Broome Speedway Shinju Stampede	Broome Speedway
6pm - 7.30pm	Tura New Music: The Journey Down	Cable Beach Amphitheatre
6pm - 9pm	Staircase to Johnny	Mangrove Hotel
7pm	Marrugeku's Mutiara	Broome Civic Centre
SUNDAY 3RD SEPTEMBER		
8am-12pm	Broome Courthouse Markets	Courthouse Gardens
9am - 3pm	Broome Bowling Club Shinju Open 4's Final	Broome Bowling Club
2pm	Moontide Distillery Cocktail Masterclass	Moontide Distillery
4pm - 8pm	Horizon Power Floating Lantern Matsuri	Gantheaume Beach
4.30pm - 8pm	Paspaley Floating Lantern VIP	Gantheaume Beach
MONDAY 4TH SEPTEMBER		
10am (Mon - Fri)	Free Women on a Savage Frontier (Mon - Fri)	SSJE Heritage Centre
11.15am (Mon - Fri)	Sisters Pearls & Mission Girls (Mon - Fri)	SSJE Heritage Centre
6pm - 8pm	Shinju Matsuri Art Awards Presentation	Broome Civic Centre
TUESDAY 5TH SEPTEMBER		
10am - 5pm	Shinju Matsuri Art Awards Exhibition	Broome Civic Centre
4pm - 6pm	Development WA Pets in the Park	Festival Hub by Spinifex
4.30pm - 8pm	Wayfarer's Gourmet Experience: Shinju Edition	Salty Plum Social
7pm - 9.30pm	Trivia Tuesday	Pearlers Restaurant
WEDNESDAY 6TH SEPTEMBER		
10am - 12pm	Senior Citizen's Morning Tea	Broome Civic Centre
10am - 5pm	Shinju Matsuri Art Awards Exhibition	Broome Civic Centre
12pm - 10pm	Matso's Bento, Beer & Comedy	Matso's Broome Brewery
7.30pm - 9.30pm	Drag Bingo	Pearlers Restaurant
THURSDAY 7TH SEPTEMBER		
10am - 5pm	Shinju Matsuri Art Awards Exhibition	Broome Civic Centre
12pm - 10pm	Matso's Bento, Beer & Comedy	Matsos Broome Brewery
4pm - 7pm	Willie Creek Pearls: Pearl Meat Cook Off	Pearl Luggers
4pm - 8pm	Thursday Night Markets	Town Beach
FRIDAY 8TH SEPTEMBER		
10am - 5pm	Shinju Matsuri Art Awards Exhibition	Broome Civic Centre
Various Times	Framed! Stealing the Show - by the Act, Belong, Commit Sandfly Circus	Broome Convention Centre
5pm - 8pm	Anam Cara Exhibition Opening	Boab Moon Studio
5pm - 9pm	Pizza Amongst the Plants (Fri - Mon)	Little Local
SATURDAY 9TH SEPTEMBER		
8am - 1pm	Broome Courthouse Markets	Courthouse Gardens
10am - 5pm	Shinju Matsuri Art Awards Exhibition	Broome Civic Centre
Various	Framed! Stealing the Show - by the Act, Belong, Commit Sandfly Circus	Broome Convention Centre
5pm - 10pm	Sunset Long Table Dinner	Cable Beach
8pm	Darkside of the Broome	The Roey
SUNDAY 10TH SEPTEMBER		
8am - 12pm	Broome Courthouse Markets	Courthouse Gardens
10am - 5pm	Shinju Matsuri Art Awards Exhibition	Broome Civic Centre
5pm - 8pm	LOTTERYWEST SHINJU FESTIVAL FINALE	Town Beach

SHINJU FESTIVAL HUB BY SPINIFEX BREWING CO.

OUR FESTIVAL HUB WAS OPEN DAILY FROM 6AM, WITH BAR SERVICE FROM 12-10PM

AFTER A SUCCESSFUL PARTNERSHIP IN 2022, SPINIFEX BREWING CO. CAME ON BOARD AS THE NAMING RIGHTS SPONSOR OF OUR 2023 FESTIVAL HUB, LOCATED IN TOWN BEACH OVERLOOKING THE ICONIC ROEBUCK BAY.

THE NEWLY REVAMPED SHINJU FESTIVAL HUB BY SPINIFEX BREWING CO. WAS OPEN EVERY DAY FROM 6AM WITH A DIVERSE PROGRAM OF ACTIVITIES INCLUDING FITNESS CLASSES, COOKING DEMONSTRATIONS, SOUND HEALINGS MAHJONG PLUS A GREAT LINE UP OF LOCAL MUSICIANS IN THE EVENINGS.

A NEW ADDITION TO THE HUB THIS YEAR WAS THE HUB KIDS PROGRAM, COORDINATED BY THE GREEN FAIRY BROOME, WHICH PROVIDED A FULL PROGRAM OF FREE ACTIVITIES FOR SAMMY'S LITTLEST FRIENDS INCLUDING FACE PAINTING, STORY-TIME, SCIENCE EXPERIMENTS, CRAFTS & EVEN A SCAVENGER HUNT.

OTHER 2023 HUB HIGHLIGHTS INCLUDE THE DAHLIA DESIGNS SHINJU OPENING BALL, DEVELOPMENT WA PETS IN THE PARK AND THE KIMBERLEY KITCHEN COOKING DEMONSTRATIONS.



SHINJU FESTIVAL HUB BY SPINIFEX BREWING CO.



KIMBERLEY KITCHEN WITH KHANH ONG

COOKING DEMONSTRATION WITH KHANH ONG | THURS 7TH SETEMBER



SAT 26
AUGUST

NORTHSIDE RENTALS SHINJU OPENING CEREMONY

TOWN BEACH

THE NEWLY RENAMED NORTHSIDE RENTALS SHINJU OPENING CEREMONY KICKED OFF THIS YEAR'S FESTIVAL AT TOWN BEACH IN FRONT OF A HUGE CROWD OF LOCALS & VISITORS

OPENING WITH A SPECIAL WELCOME TO COUNTRY BY DI APPLEBY & THE BURRB WANGGARAJU NURLU DANCERS, GUESTS WERE ENTERTAINED BY LOCAL PERFORMERS SUCH AS MUSICIANS FROM BROOME SENIOR HIGH SCHOOL & PEARL COAST GYMNASTICS, BEFORE HEARING FROM OUR SPECIAL GUESTS & SHINJU MATSURI PRESIDENT LYNNE BUNNEY

THIS YEAR'S CEREMONY WAS MADE EXTRA SPECIAL BY THE HAND OVER FROM ONE SAMMY THE DRAGON TO ANOTHER. REPRESENTATIVES FROM WING WAI INTERNATIONAL WERE PRESENT FOR THIS ONCE IN A LIFETIME CEREMONY FEATURING SHINJU MATSURI 2023 PATRON DOUG FONG

PHOTOS BY MICHELA MOSCHETTI

NORTHSIDE
RENTALS



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ROEBUCK BAY HOTEL SHINJU FLOAT PARADE

CHINATOWN

THE ROEBUCK BAY HOTEL FLOAT PARADE, UNLEASHED THE EXCITEMENT & COLOUR OF SHINJU MATSURI ON CHINATOWN WITH A VARIETY OF CREATIVE FLOATS REPRESENTING A RANGE OF ORGANISATIONS & BUSINESSES FROM AROUND BROOME.

FOR THE FIRST TIME IN MANY YEARS, THE PARADE ROUTE WAS SHORTENED, STARTING & FINISHING ON MALE OVAL, CONCENTRATING ON THE MAIN STREETS OF CHINATOWN. THIS NEW ROUTE RESULTED IN A BETTER ATMOSPHERE ON THE STREETS WITH AUDIENCE PARTICIPATION & ENGAGEMENT MUCH HIGHER THAN PREVIOUS YEARS

THE THEME OF THIS YEAR'S PARADE WAS "WHAT I LOVE ABOUT BROOME" WITH NYAMBA YAWURU BURU TAKING OUT THE TITLE OF BEST OVERALL FLOAT FOR THEIR ENTRY WHICH TOLD THE STORY OF THE 6 YAWURU SEASONS.

PHOTOS BY ROBAK PHOTOGRAPHY

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est 1890



SUN 27
AUGUST

ROEBUCK BAY HOTEL SHINJU MARDI GRAS

MALE OVAL

THE 2023 ROEBUCK BAY HOTEL SHINJU MARDI GRAS WAS THE PERFECT CELEBRATION AT THE END OF OUR FLOAT PARADE, ON MALE OVAL IN CHINATOWN.

TARA GOWER'S BURRB WANGGARAJU NURLU DANCERS OPENED THIS YEAR'S SHOW, WITH PERFORMANCES BY BROOME PERFORMING ARTS CO-OP & MUSICIANS FROM BROOME SENIOR HIGH SCHOOL IMPRESSING THE HUGE CROWD ON MALE OVAL.

AN IMPRESSIVE LINE UP OF LOCAL FOOD VANS PROVIDED THE PERFECT SELECTION OF EATS FOR A PINIC DINNER UNDER THE STARS.

PHOTOS BY ROBAK PHOTOGRAPHY

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est 1990



SUN 27
AUGUST

HITWA CARNIVAL OF NATIONS

MALE OVAL

MOVED TO A NEW DAY - SUNDAY 27 AUGUST - STRAIGHT AFTER OUR MARDI GRAS SHOW, THE HITWA CARNIVAL OF NATIONS WAS A CELEBRATION OF THE CULTURAL TAPESTRY THAT MAKES BROOME UNIQUE.

THIS YEARS PERFORMANCES REPRESENTED INDIGENOUS, CHINESE, IRISH, VANUATU & FIJIAN CULTURES, CELEBRATED ACROSS A VARIETY OF MUSICAL & DANCE ACTS THAT THRILLED THE AUDIENCE.

WE LOOK FORWARD TO CONTINUING TO DEVELOP THIS CULTURAL CELEBRATION FOR FUTURE FESTIVALS, TO CONTINUE TO PROVIDE & AN OPPORTUNITY FOR THE DIFFERENT CULTURAL GROUPS IN BROOME TO SHOWCASE & CELEBRATE THEIR CULTURE WITH THE COMMUNITY.

PHOTOS BY ROBAK PHOTOGRAPHY



WED 30
AUGUST

HORIZONTAL FALLS SEAPLANE ADVENTURES CHINATOWN FEAST

SHORT ST | GUESTS: 500

HORIZONTAL FALLS SEAPLANE ADVENTURES CHINATOWN FEAST PROVED IT'S POPULARITY WITH PUNTERS YET AGAIN, BEING THE FIRST OF OUR DINING EVENTS TO SELL OUT.

2023 SAW THE EVENT PRESENTED WITH A NEW NAMING RIGHTS SPONSOR - HORIZONTAL FALLS SEAPLANE ADVENTURES, AS WELL AS A NEW HOME ON SHORT ST. THIS RELOCATION ALLOWED US TO REVAMP THE LAYOUT TO ENCOURAGE MORE SOCIAL DINING & PROVIDE A MORE AMBIENT FEEL.

GUESTS WERE SERVED DISHES FROM 6 OF BROOME'S BEST LOCAL FOOD VENDORS REPRESENTING A RANGE OF CULTURES FROM THE COMMUNITY.

ENTERTAINMENT WAS PROVIDED BY TOURING MUSICIANS, WITH A SPECIAL APPEARANCE FROM THEATRE KIMBERLEY'S LIFE SIZED DINOSAUR PUPPETS THAT ROVED AROUND THE EVENT.

HORIZONTAL FALLS

PHILIPPINE CUISINE
SEAPLANE ADVENTURES
TEL.: 0402 333 419



PHOTOS BY LAURA GASS PHOTOGRAPHY



**HORIZONTAL FALLS SEAPLANE ADVENTURES
CHINATOWN FEAST 2023 VENDORS:**

- DMK THE KITCHEN
- MATT'S FILIPINO CUISINE
- GINREAB THAI
- ZULAYBAR
- DNM CATERING
- THE GELATO CART



SUN 3
SEPTEMBER

HORIZON POWER FLOATING LANTERN MATSURI

GANTHEAUME BEACH | LANTERNS: 700+

THE MOST ICONIC EVENT ON THE SHINJU MATSURI PROGRAM WAS AS ALWAYS A TRULY SPECIAL & MEMORABLE EXPERIENCE FOR ALL WHO ATTENDED.

HELD ON FATHER'S DAY THIS YEAR, WE SAW A HUGE NUMBER OF FAMILIES TAKING THE OPPORTUNITY TO SHARE A SPECIAL EXPERIENCE TOGETHER FOR THE AFTERNOON.

WITH A RECORD NUMBER OF LANTERN KITS PRE PURCHASED BEFORE THE EVENT, THIS YEAR'S LANTERN FLOAT WAS THE BIGGEST WE'D HAD IN RECENT YEARS.

SPECIAL GUEST MUSICIAN NORIKO TADANO, PROVIDING A SPECIAL SOUNDTRACK AS THE SUN SET, PERFORMING FOR GUESTS ON THE JAPANESE SHAMISEN & SINGING TRADITIONAL JAPANESE SONGS.

HORIZON
POWER





SUN 3
SEPTEMBER

PASPALEY FLOATING LANTERN VIP

GANTHEAUME BEACH | GUESTS: 282

FOR THOSE WHO LIKE TO EXPERIENCE OUR MOST ICONIC EVENT IN STYLE, THE PASPALEY FLOATING LANTERN VIP LOUNGE TREATED GUESTS TO JAPANESE TAPAS, AN OPEN BAR & THE BEST VANTAGE POINT ON THE BEACH.

LOCALLY CATERED BY PICA'S KITCHEN BROOME, GUESTS WERE CERTAINLY NOT DISAPPOINTED WITH THE VARIETY & AMOUNT OF FOOD THAT WAS SERVED THROUGHOUT THE EVENING.

VIPS HAD ACCESS TO THEIR OWN LANTERN MAKING STATION, FEATURING WOODEN LANTERN BASES MADE BY MEN'S SHED BROOME.

ENTERTAINMENT WAS PROVIDED BY NORIKO TADANO & LOCAL MUSICIAN SCOTT MACDOUGALL

PHOTOS BY
LAURA GASS
PHOTOGRAPHY

PASPALEY



MON 4 - SUN 10
SEPTEMBER

SHINJU MATSURI ART AWARDS

BROOME CIVIC CENTRE

THE 2023 SHINJU MATSURI ART AWARDS & PRESENTATION WAS THE BEST EXHIBITION WE HAVE HAD SINCE 2019.

WITH 104 ENTRIES ACROSS A VARIETY OF ARTISTIC MEDIUMS, THIS WAS NOT ONLY THE LARGEST NUMBER OF WORKS, BUT ALSO THE BIGGEST VARIETY OF MEDIUMS, FROM TRADITIONAL TO MODERN FORMS OF ART.

OVER 600 PEOPLE PASSED THROUGH THE DOORS TO ADMIRE THIS YEAR'S ARTWORKS, AGAIN THE LARGEST NUMBER OF VISITORS WE HAVE HAD VIEW THE EXHIBITION FOR 4 YEARS.

OVER 600 PEOPLE PASSED THROUGH THE DOORS TO ADMIRE THIS YEAR'S ARTWORKS, AGAIN THE LARGEST NUMBER OF VISITORS WE HAVE HAD VIEW THE EXHIBITION IN 4 YEARS.

THE WINNER OF THIS YEAR'S SHIRE OF BROOME ACQUISITIVE AWARD WAS EDWARD BADAL WITH HIS PIECE "ARTEFACTS", WITH AMELIA JAIKO WINNING PEOPLE'S CHOICE WITH "AND THE SHADOWS DANCED"

PHOTOS BY MICHELA MOSCHETTI



SAT 9
SEPTEMBER



WESTERN
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SUNSET LONG TABLE DINNER

CABLE BEACH | GUESTS: 400

OUR 2023 SUNSET LONG TABLE DINNER SAW 400 GUESTS IN THEIR KIMBERLEY FINEST, GATHER IN OUR REIMAGINED EVENT SPACE ON CABLE BEACH

THIS YEAR'S HEADLINE CHEF, KHANH ONG, WORKED ALONGSIDE TONY HOWELL & THE TEAM FROM ZOOKEEPERS BY SPINIFEX BREWING CO. TO DELIVER WHAT HAS BEEN HAILED AS ONE OF THE BEST LONG TABLE DINNER MENUS YET.

WHILE SERVING UP THE DELICIOUS & UNIQUE VIETNAMESE FUSION MENU, KHANH TOOK TIME TO MINGLE WITH GUESTS, SHARING STORIES FROM HIS MASTERCHEF & SURVIVOR EXPERIENCES, WHILE ALSO PROVIDING A LIVE COOKING EXPERIENCE, COOKING HIS PEARL MEAT SKEWERS ON A BBQ SET UP ON THE SAND FOR GUESTS TO SEE.

ENTERTAINMENT WAS PROVIDED BY MUSICIANS SAVANNAH & ELOY, AS WELL AS ROVING SHOWS BY LOCAL FIRE TWIRLERS





SUN 10
SEPTEMBER

lotterywest

LOTTERYWEST FESTIVAL FINALE

TOWN BEACH

THE 2023 LOTTERYWEST SHINJU FESTIVAL FINALE WAS HELD AT TOWN BEACH FOR THE THIRD YEAR IN A ROW, TO CLOSE THIS YEAR'S FESTIVAL ON SUNDAY 10TH SEPTEMBER.

SPECIAL GUESTS FROM LOTTERYWEST AND SHIRE OF BROOME ADDRESSED THE CROWD, BEFORE SAMMY THE DRAGON WAS FAREWELLED FOR ANOTHER YEAR BY SHINJU MATSURI 2023 PATRON DOUG FONG.

GUESTS WERE ENTERTAINED BY ALL THROUGHOUT THE EVENING, WITH PERFORMANCES FROM JUNIORS BANDS FROM BROOME SENIOR HIGH SCHOOL & STELLAR MOON, BEFORE HEADLINE ACT, THE FAMILY SHOVELLER BAND FROM BIDYDANGA HIT THE STAGE WITH AN ENERGETIC SET TO CLOSE SHINJU MATSURI 2023.



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Shire of
Broome
A future, for everyone

WALKING ON A DREAM





DIGITAL PROGRAM INFO & STATS

IN ALIGNMENT WITH OUR GOAL OF BEING SEEN AS A MORE SUSTAINABLE & TECHNOLOGICALLY ADVANCED MAJOR EVENT, WE ENCOURAGED THE DOWNLOAD OF THE DIGITAL COPY OF OUR 2023 FULL EVENT PROGRAM.

THIS EVENT PROGRAM CONTAINED DIRECT LINKS TO TICKETING SITES OR EVENT INFORMATION PAGES, AS WELL AS HYPERLINKED LOGOS TO ALL OUR SPONSOR WEBSITES OR SOCIAL PLATFORMS.

THROUGHOUT THE FESTIVAL THIS DIGITAL PROGRAM WAS DOWNLOADED 8,442 TIMES, FAR EXCEEDING THE DISTRIBUTION OF THE HARD COPY PROGRAM IN PREVIOUS YEARS.



MARKETING & MEDIA:

SOCIAL MEDIA



FOLLOWERS: 11,156

KEY DEMOGRAPHIC:
WOMEN 35-54YRS



FOLLOWERS: 3,296

KEY DEMOGRAPHIC:
WOMEN 25 - 44YRS

FB & IG COMBINED ORGANIC REACH

APRIL - JUNE: 125,952

JULY - SEPTEMBER: 140,295

FB & IG COMBINED PAID REACH (MAR-SEP)

TOTAL REACH: 98,540

TOTAL ENGAGEMENT: 8,432

TOTAL LINK CLICKS: 3,143

AVR COST PER CLICK: \$0.29

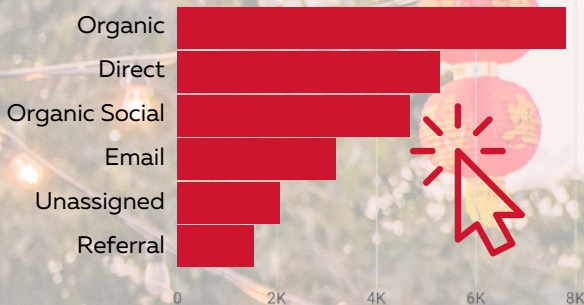
WEBSITE STATS



NEW USERS: 25K

TOP 2 LOCATIONS: AUSTRALIA,
UNITED STATES & CHINA/HONG KONG

TRAFFIC STATS:



TOP LOCATION STATS:



Australia	23K
United States	785
China/Hong Kong	475
New Zealand	282
United Kingdom	254
Japan	244
Singapore	183

PRINT & DIGITAL

SEVEN WEST MEDIA / BROOME ADVERTISER

AS WELL AS HALF PAGE & STRIP ADS TO PROMOTE TICKET SALES & EVENT DATES WE HAD THE FOLLOWING ACTIVATIONS WITH SEVEN WEST MEDIA

- **HALF PAGE SHINJU MATSURI EVENT PROGRAM 24.08.23** - FULL EVENT PROGRAM, PRINTED AS HALF PAGE IN BME AD ON THURS 24TH AUGUST. INCLUDED QR CODE TO DOWNLOAD DIGITAL EVENT PROGRAM.

DIGITAL ASSET BANNER ADS

- THE WEST ONLINE

- PLACED IN ONLINE ARTICLES TO DRIVE TRAFFIC TO WEBSITE AND TICKET SALES.



MARKETING & MEDIA:

RADIO

HIT WA / MIX 94.5 / TRIPLE M

AS WELL AS REGULAR RADIO CAMPAIGNS TO PROMOTE EVENT DATES & TICKET SALES, WE WERE AGAIN INVOLVED WITH TWO ON AIR COMPETITIONS.



HIT WA: ALLAN & CARLY'S IT'S RAINING YEN
- WIN 10,000 YEN (\$1000 AUD) THANKS TO BREAKFAST WITH ALLAN & CARLY & SHINJU MATSURI

CAMPAIGN PERIOD: 24.04.23 - 12.05.23



MIX 94.5: PETE, MATT & KYMBRA'S 'WHAT A PEARLER' COMPETITION - WIN A TRIP TO SHINJU MATSURI INCL RETURN FLIGHTS PER/BME, ACCOMMODATION AT KIMBERLEY SANDS, 2 X TICKETS TO MARRUGEKU'S MUTIARA & 2 X VIP TICKETS TO FLOATING LANTERN MATSURI

DIGITAL RADIO - LISTNR APP

DIGITAL RADIO "SHAKE ME" COMMERCIALS TO NSW (SYDNEY & REGIONAL) & VIC (MELBOURNE & REGIONAL) IN MARCH

TOTAL IMPRESSIONS: 101.058

ABC KIMBERLEY

-LIVE BROADCAST FROM BROOME CIVIC CENTRE FOR SENIOR'S MORNING TEA WED 6TH SEPTEMBER,

TV ADVERTISING - CHANNEL 10

• SHINJU MATSURI TV COMMERCIAL MAY - JULY

30 SECOND TV COMMERCIAL PROMOTION SHINJU MATSURI, PLACED IN COMMECIAL BREAKS DURING MASTERCHEF AUSTRALIA.

MAY 2023:

SPOTS - 510

REACH - 93,591

JUNE 2023

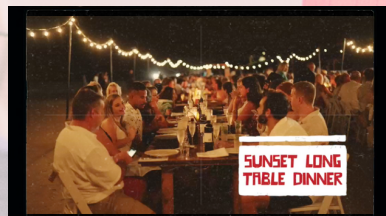
SPOTS - 446

REACH - 117,605

JULY 2023

SPOTS - 1,116

REACH - 166,422



2023 PARTNERS & SPONSORS

WE WERE GRATEFUL TO RECEIVE SUPPORT FROM 54 BUSINESSES & ORGANISATIONS WHO CAME ON BOARD AS 2023 PARTNERS & SPONSORS.

2023 MAJOR PARTNER:
TOURISM WA

2023 PRESENTING PARTNERS:
SHIRE OF BROOME
LOTTERYWEST
REGIONAL ARTS WA

2023 PLATINUM SPONSORS:
SPINIFEX BREWING CO
OMRAH WINES
BROOME INTERNATIONAL AIRPORT
WILLIE CREEK PEARLS
HORIZON POWER
THE ROEBUC BAY HOTEL
A PLUS EVENTS & HIRE

2023 NAMING RIGHTS SPONSORS:
HORIZONTAL FALLS SEAPLANE ADVENTURES
HIT WA
PASPALEY 
NORTHSIDE RENTALS
DEVELOPMENT WA
DAHLIA DESIGNS

2023 GOLD SPONSORS:
AIR KIMBERLEY, AUSTRALIA'S NORTHWEST, BROOME CHAMBER OF COMMERCE & INDUSTRY

2023 SILVER SPONSORS:
KIMBERLEY COFFEE COMPANY, NEXUS AIRLINES, MATSO'S
BROOME BREWERY, MOONLIGHTBAY SUITES, CYGNET BAY PEARLS, BEAM MOBILITY, KIMBERLEY SANDS RESORT, BROOME VISITORS CENTRE, MANGROVE HOTEL, CLEANAWAY, QUEST MARITIME

2023 BRONZE SPONSORS:
LIFT N RIG, BROOME ADVERTISER

2023 COMMUNITY PARTNERS
KIMBERLEY KOLORS, BALI HAIR RESORT, KIMBERLEY QUEST, DOMINOES BROOME, MOONTIDE DISTILLERY, THE BILLI, BROOME PLUMBING & GAS, BROOME & AROUND, MEN'S SHED BROOME, KIMBERLEY PORTS AUTHORITY, WORKSMITH HOSPITALITY, BROOME SPITROASTS, GOOLARRI MEDIA, H&M TRACEY, ABC KIMBERLEY

A THANK YOU TO OUR SPONSORS

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O M R A H



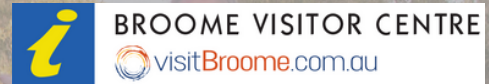
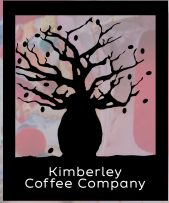
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