

shinju,
MATSURI

Shinju Matsuri 2024

Event Report



Event Overview

The 2024 Shinju Matsuri Festival, a 16-day celebration of Broome's rich and diverse heritage, once again captivated audiences with its dynamic program. The Festival of the Pearl not only highlighted the talents and traditions of Broome's local arts and cultural communities but also introduced exciting new events and featured touring artists. Broome was transformed into a vibrant hub, attracting visitors from all over Western Australia, the nation, and beyond, making this year's festival a truly unforgettable experience.

Objectives Achieved:

Drawcard to Visit Broome: Shinju Matsuri 2024 continued to be a major drawcard for visitors, attracting attendees from across Western Australia, the rest of the country, and internationally. Key events like the Float Parade & Carnival of Nations, Matso's Cocktail Party, the Sunset Long Table Dinner, and the stunning Broome International Airport and Shire of Broome Drone Show at the Festival Finale helped showcase Broome's unique cultural heritage and natural beauty. The introduction of new events, alongside the festival's iconic traditions, strengthened Broome's reputation as a must-visit destination, particularly during festival season.

Prolonged Stays in Broome: With the festival running over 16 days, Shinju Matsuri successfully encouraged visitors to extend their stays in Broome. The diverse schedule of events, including workshops, cultural performances, and community activities, provided ongoing reasons for tourists to stay and explore the region for a longer period. This influx of extended visits not only benefited the festival but also boosted local businesses such as hotels, restaurants, and tour operators.

Community Engagement: Community engagement remained at the heart of the festival's success. Local high school students were actively involved in the Long Table Dinner, gaining valuable work experience, while Broome Circle helped recruit volunteers to support the festival's operations. Expression Australia ensured inclusivity by providing sign language interpreters, allowing greater access to community events. The involvement of the beloved Couch Guy in the float parade further highlighted the festival's deep connection with local traditions and the importance of celebrating Broome's unique community spirit. Through these efforts, Shinju Matsuri fostered a strong sense of local pride and participation.

Event Highlights and Attendance

Ticketed events

The festival hosted a number of ticketed events: Dahlia Designs Opening Ball, Horizontal Falls Seaplane Adventures Chinatown Feast, Spinifex Floating Lanterns Hub, Matso's Sunset Cocktail Party, Sunset Long Table Dinner.

Ticket Sales

Ticket sales for the 2024 Shinju Matsuri Festival saw a positive response, though some events did not reach full capacity for the first time in recent years. A total of 1,909 tickets were sold across the major ticketed events, with out-of-region attendees making up a significant portion of sales.

The **Dahlia Designs Opening Ball** attracted 260 attendees, though with a capacity of 350, there was room for more. A portion of the attendees, 95, were from outside the region.

The **Horizontal Falls Seaplane Adventures Chinatown Feast** drew in 422 guests out of a potential 500, of which 180 tickets were purchased by out-of-region customers.

The **Spinifex Floating Lanterns Hub** came close to selling out, with 342 of its 350 capacity filled. It was popular among visitors, with 140 tickets sold to people from outside the Broome region.

Matso's Sunset Cocktail Party was one of the festival's highlights, reaching its full capacity of 500 attendees, including 220 from out of the region.

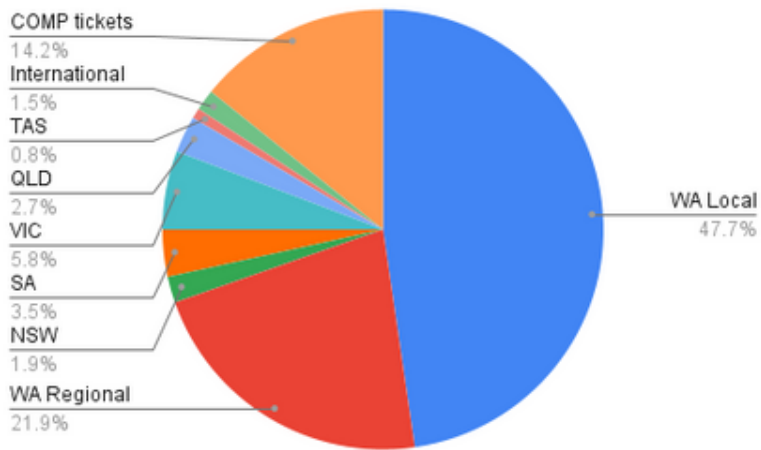
Similarly, the **Sunset Long Table Dinner** was nearly at capacity, with 385 out of 400 tickets sold. Out of these, 180 attendees travelled from outside the region.

The lower-than-expected turnout for some events was attributed to several factors. The rising cost of living and increased competition from other local events, including the races, may have deterred some potential guests. Additionally, the condensed festival season made accommodation harder to secure for visitors, limiting ticket sales. Despite these challenges, the ticketed events overall still attracted substantial numbers and showcased the festival's enduring appeal.

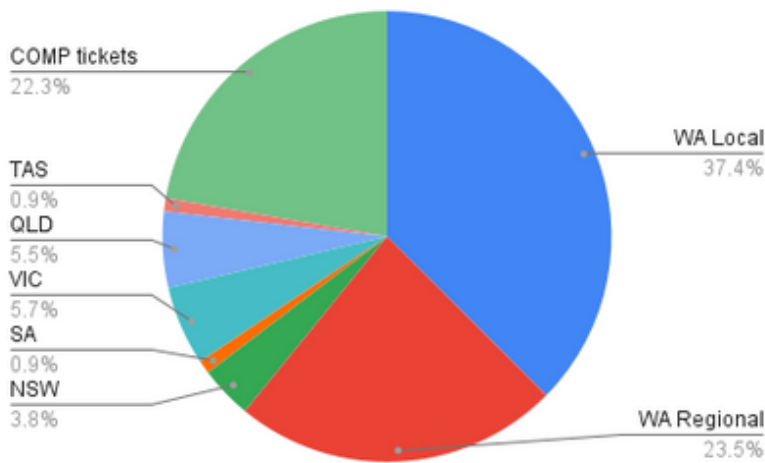
Event Attendance and Demographic Analysis

From ticket data collected, the following illustrations show a brief outline of the visitor profiles from the ticketed Shinju Matsuri events:

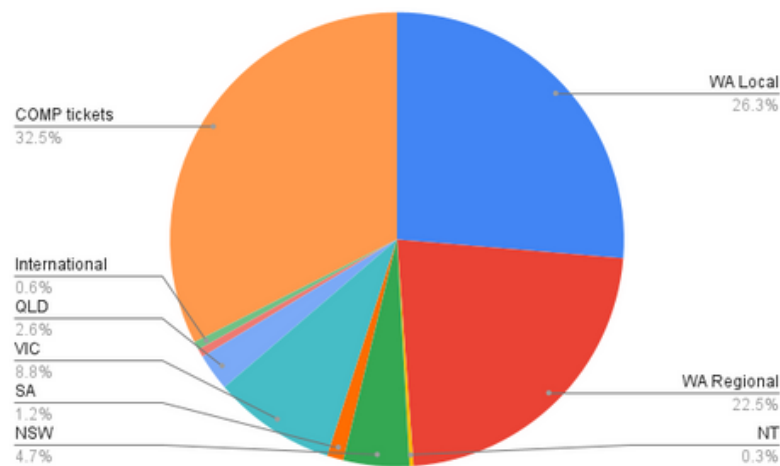
Dahlia Designs Opening Ball: 260 Attendees



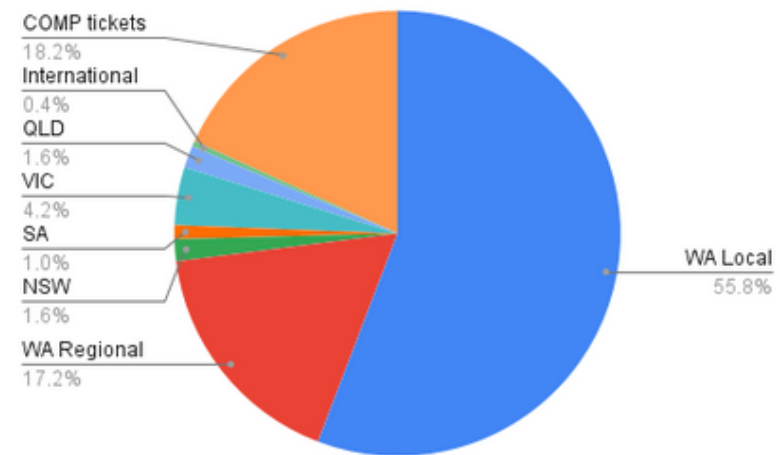
Horizontal Falls Seaplane Adventures Chinatown Feast: 422 Attendees



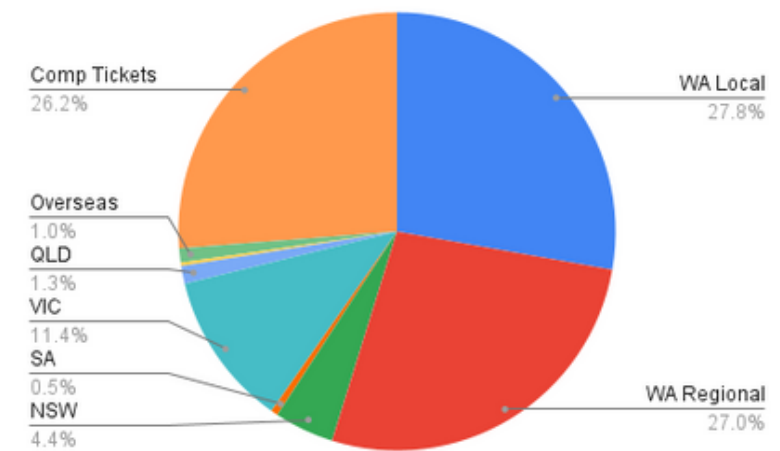
Spinifex Cable Beach Floating Lanterns Hub: 342 Attendees



Matso’s Cocktail Party: 500 Attendees



Sunset Long Table Dinner: 385 Attendees



Data Analysis

Other than Broome locals, the majority of attendees were from diverse regions within Western Australia, indicating a strong local presence and regional participation. The festival's appeal also extended beyond Western Australia, with many attendees travelling from various other Australian states and international locations including a significant number of visitors from Victoria and NSW. This national and international representation highlights the festival's ability to attract a geographically diverse audience.

Strategies for improving profitability

In 2025, Shinju Matsuri will be engaging a new marketing team who have local knowledge and experience in festivals and tourism. In addition to the marketing strategy we have used until now, the new marketing campaign will be focused on maximising exposure and reach through: social media platforms and digital ads to target specific demographics, increasing influencer partnerships, cross promotions, local and out of state advertising earlier in the year.

Shinju Matsuri always intends to sell out during ticketed events however, in 2024 ,apart from Matsos Cocktail Party, the capacity of tickets for other events has not been exhausted due to competing events in Broome. The focus on advertising ticketed events and selling out through a more comprehensive marketing campaign and an earlier start on interstate and international reach will be the goal for next years festival.

We will also be restructuring the Floating Lantern events and discontinuing the Floating Lantern VIP Hub which will allow the team to put more focus on other ticketed events. The Hub has always been our biggest loss in ticketed events and we feel it has been taking the focus away from what should be a community, cultural and educational event. This will now become a free community event, inclusive of all. To reduce costs and labour we are currently in works of other small ticketed events that will be based at the Festival Hub which is already a great venue equipped for hosting mid-size events. This will increase profit on overall ticket sales without the expenses of venue hire or build.

Shinju Matsuri will aim at further reducing costs of ticketed events by negotiating and reevaluating contracts with vendors and contractors and will search for opportunities to establish better terms or find cost-effective alternatives while still producing memorable events and supporting local businesses.

Free community events

The festival also hosted a number of free community events that were embraced by the community and tourists alike. These included:

- Northside Rentals Opening Ceremony: Estimated 2000 attendees
- Roebuck Hotel Float Parade: Estimated 300 participants and a further 2000 spectators
- Mardi Gras / Carnival of Nations: Estimated 2000 attendees
- Horizon Power Floating Lanterns Matsuri: Estimated 3000 attendees
- Festival Hub: Estimated 3000 attendees
- Pets in the Park: Estimated 150 attendees
- Senior Citizens Morning Tea: Estimated 150 attendees
- Lotterywest Festival Finale: Estimated 4000 attendees
- Art Awards Exhibition: 715 visitors

Shinju Matsuri's Festival Hub by Nexus Airlines: At the heart of the festival, Shinju Matsuri's Festival Hub, hosted by Nexus Airlines, was a highlight for young and old. This year's hub was a vibrant festival stand out, hosting over 40 activities alongside a rich array of local music and tasty food offerings. With its diverse program, the Hub became a focal point of the festival's energy and excitement.



Overall, the festival featured 71 events organised by local businesses and organisations, enhancing the diversity of offerings for attendees. We estimate a total of 20 059 people enjoyed the festival in one form or another.

Shinju Matsuri Dates and Impact of Competing Events

The dates for the Shinju Matsuri festival are typically locked in a year in advance, ensuring that planning, marketing, and logistical arrangements are solidified well ahead of time. The festival aligns with the full moon, so dates do change slightly from year to year. This early scheduling is crucial for aligning partnerships and securing attendance from visitors across Western Australia, Australia, and internationally. However, in 2024, the addition of the Broome Rodeo and the rescheduling of the Broome racing season into the same period as Shinju Matsuri in April created significant challenges.

The inclusion of these major local events directly coincided with key festival dates. This overlap led to competition for accommodations, with both rodeo fans and racegoers occupying available lodgings during the festival's prime period. This had a noticeable impact on ticket sales for key events. Many out-of-region visitors struggled to find accommodation, leading to lower attendance at some festival events.

Additionally, the increased competition for local resources during this condensed period stretched the capabilities of local businesses, event staff, and volunteers, putting strain on the festival's operations. With racegoers, rodeo attendees, and festival visitors all vying for the same services, Shinju Matsuri experienced challenges in maintaining its visibility and ensuring the experience for festival goers remained at the high standard expected.

Looking forward, stronger collaboration and more strategic planning between local event organisers will be necessary to avoid such overlaps in the future. By working together to ensure that Shinju Matsuri, the rodeo, and the racing season have distinct, non-competing dates, Broome can ensure each event thrives without diluting attendance or overwhelming local infrastructure. This will help Shinju Matsuri maximise its potential for growth and continue its role as a premier cultural festival in Broome.

Organisational Growth

Organised by Kimberley Special Events, the 2024 edition marked the organisation's third year of delivering the Shinju Matsuri Festival. Although the event faced several challenges, it provided valuable insights that will guide the festival's future growth. Kimberley Special Events remains dedicated to evolving this community event, striving to overcome setbacks and build a stronger foundation for the years ahead.

While the 2024 Shinju Matsuri Festival met its key objectives, it faced hurdles that limited its full potential. However, it still brought Broome to life with cultural activities and demonstrated the strong spirit of collaboration between the community, local businesses, and organisers. Despite the challenges, this year's festival laid the groundwork for improvement in future editions.

The 2024 edition of Shinju Matsuri featured several successes but also highlighted key areas for improvement, especially in terms of event execution and self-sustainability.

Successes:

- One of the most notable achievements was the shift from all-inclusive tickets to lower-priced admission with a cash bar option. This change made events more accessible, helping to boost attendance and improve flexibility for attendees.
- The inaugural **Matso's Cocktail Party** was a highlight, selling out its 500-ticket capacity despite some initial teething issues. Its addition broadened the festival's appeal and will likely remain a staple in future years.
- High-quality volunteers played a crucial role in the festival's smooth running, providing much-needed support across various events.
- The **Broome International Airport Drone Show** at the festival finale created a buzz, drawing large crowds and adding a modern, exciting element that captivated the local community and visitors alike.
- Careful planning resolved prior issues with the **Sunset Long Table Dinner**, turning it into one of the standout events of the festival and demonstrating the value of thoughtful, proactive event management.

Challenges:

- A major setback occurred at the **Matso's Cocktail Party**, where problems with payment systems caused long lines and frustration among attendees. Additionally, slow food service at both the **Spinifex Floating Lanterns Hub** and **Matso's Cocktail Party** left participants feeling they didn't get value for the money spent, which could affect attendee satisfaction in future events.
- Lower ticket sales across the festival created financial strain, requiring a closer look at marketing, timing, and pricing strategies moving forward to ensure better financial outcomes.
- The addition of the **Matso's Cocktail Party** put considerable strain on staff resources, contributing to fatigue and operational stress. A more robust staffing strategy will be essential in future editions to manage the increasing demands of the growing event program.

Areas for Improvement Toward Self-Sustainability:

- Streamlining payment processes and food service logistics is critical to enhancing attendee experience and perceived value for money.
- A review of the event calendar and coordination with other local happenings could help mitigate competition and improve ticket sales.
- Better distribution of staff and volunteer resources is needed to prevent fatigue and ensure the smooth execution of all events, especially as the festival continues to expand.
- Continuing to focus on affordable pricing options with added value, like the cash bar model, will help attract a wider audience and improve financial sustainability.

By addressing these challenges and building on the successes, Shinju Matsuri can continue to grow while becoming more self-sustaining.

Volunteer Participation

Volunteers played a crucial role in the success of the 2024 Shinju Matsuri, contributing significantly across all events. Over the course of the festival, we needed to fill 75 volunteer roles. We enrolled 24 people, out of which 21 showed up to their scheduled shifts. A further 45 volunteers were dedicated to the iconic **Sammy the Dragon**, and a committed board of 6 who work year-round to plan and deliver the festival. The largest volunteer support was needed for the Floating Lantern Matsuri event where we involved over 30 individuals consisting of our own volunteers, Sammy the Dragon members and other locals who wanted to give us a helping hand on the day.

Though a few volunteers didn't show up, those who did were invaluable. Their enthusiastic participation and commitment to wearing their Shinju Matsuri shirts throughout the festival added to the event's sense of community spirit and professionalism. Volunteers provided essential help at every event, ensuring smooth operations and elevating the experience for attendees.

Looking ahead, increasing volunteer engagement is a key area for improvement, as the festival continues to grow and demand rises. Despite the incredible efforts of the volunteers who did participate, a larger, more consistent volunteer base will be essential for supporting the festival's expanding program and ensuring its long-term success.



Evidence of engagement with local community

The Shinju Matsuri festival demonstrates significant engagement with the local community through various forms of support, sponsorship, volunteerism, and community satisfaction.

Economic Contribution to the Local Economy: The 2024 Shinju Matsuri Festival delivered a significant economic boost to Broome, attracting visitors from across Western Australia and beyond. The influx of tourists extended the typically slower season, increasing demand for hotels, restaurants, shops, and services. Local businesses enjoyed a steady flow of revenue, reinforcing the festival's role in sustaining the region's economy and promoting Broome as a vibrant destination.

Opportunities for Local Businesses to Provide Goods and Services: Shinju Matsuri 2024 created numerous opportunities for local businesses to engage directly with the festival. We proudly engaged **69 local contractors, 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. Local suppliers were involved in catering for key events like the **Long Table Dinner** and **Matso's Cocktail Party**, as well as providing equipment, services, and products across the festival. This gave businesses a chance to showcase their offerings to a diverse audience, supporting local economic growth and ensuring the festival retained its distinct local character.



Offering local employment: Offering local employment during Shinju Matsuri was a valuable way to support the community while ensuring the event's success. All event staff, apart from site crew, were hired through Shinju's event management contractor - Kimberley Special Events. This includes all caterers and food vendors, hospitality staff, event hire and styling, additional contractors and 90% of entertainment. All training programs were available only to locals. By hiring locally, we created job opportunities, stimulated the local economy, and fostered a sense of pride and ownership among residents. Engaging local employment promoted a more authentic and personalized experience for attendees, as workers with a deep understanding of the area could share unique insights and recommendations.

Due to the lack of locals with site management experience, we outsourced a professional site crew from Perth. Having relevant licenses, tickets, insurance and experience is crucial in running such a large scale festival. With some event builds and bump outs running simultaneously in different locations, we had to ensure the efficiency and time management was done to the highest standards. However, there was training provided for locals to gain experience and join the team.



Local Sponsorship: Shinju Matsuri prides itself on having strong connections and partnerships with local businesses and organisations. In 2024, 46 out of 58 sponsors were local Broome businesses and organisations - the biggest number of local sponsorship engagement to date. Local sponsors are often more invested in the success of a festival, as it directly benefits the area and its residents. Additionally, we saw that local sponsorship fosters a sense of shared responsibility, where community stakeholders from Broome work together to create an experience that highlights the region's unique identity, while also encouraging local commerce and economic growth.

Community Engagement and Benefits: The festival offered a wide variety of free community events, making it accessible to everyone. Highlights like the Broome International Airport and Shire of Broome **Drone Show**, the **Spinifex Floating Lanterns Hub**, and various cultural performances allowed the entire community to come together and enjoy the celebrations. The expanded programming also catered to families and children, with interactive activities, workshops, and creative projects providing entertainment and engagement for younger audiences.

Bringing the Multicultural Community Together: One of the festival's greatest achievements was its ability to unite Broome's rich multicultural community. With a program that celebrated the town's diverse cultural heritage, Shinju Matsuri brought people from all backgrounds together through art, food, and tradition. The festival's inclusive nature, exemplified by the involvement of local Indigenous, Asian, and pearling communities, fostered a sense of shared pride and belonging. Events such as the **Chinatown Feast** and the **Carnival of Nations** celebrated Broome's multicultural identity, creating an atmosphere of unity and celebration.



Through its diverse offerings, Shinju Matsuri 2024 strengthened community ties, created lasting economic benefits, and provided a platform for Broome's multicultural heritage to shine, ensuring the festival's role as a pillar of local culture and unity.

Social Outcomes and Benefits of Shinju Matsuri 2024

The 2024 Shinju Matsuri Festival not only celebrated Broome's cultural heritage but also fostered a strong sense of community involvement and collaboration, creating several positive social outcomes.

Spinifex Cable Beach partnered with local TAFE facilities to deliver the renowned **Long Table Dinner**, providing a hands-on learning opportunity for local high school students who worked as service staff. This initiative gave students valuable experience in hospitality and event management, strengthening their skills and connection to the community.



In a meaningful effort to ensure accessibility, **Expression Australia** provided sign language interpreters for some community events. This initiative allowed the festival to be more inclusive, ensuring that people with hearing impairments could fully participate and enjoy the festivities. Shinju Matsuri has already started discussions with Expression Australia who would be interested in providing Auslan interpreters to all of the festival's events in 2025.



Broome Circle, a local volunteer organisation, played a crucial role by assisting in sourcing volunteers for the event. Their involvement helped bridge the gap in volunteer numbers and contributed to the smooth operation of various festival activities.

A heartwarming highlight of the festival was the involvement of the local “**Couch Guy**,” a beloved community figure known for placing his couch along the float parade route every year. After expressing disappointment when the parade route changed last year, the festival organisers made him an honorary judge of the float parade this year. They even assisted him in bringing his couch to the judges’ tent, allowing him to continue his cherished tradition in a new way.

This year, apart from organising Carnival of Nations, Shinju Matsuri also hosted **two other cultural event days** which highlighted the importance of fostering community connection, preserving traditions, and celebrating diversity:

-Japanese Culture Day: An afternoon of Japanese culture hosted by our local Japanese community members. This included arts, crafts and games along with calligraphy and drumming workshops.

-Nagula Saltwater Festival: A free event at Nexus Airlines Festival Hub with Indigenous storytelling, dance classes and live music from Olive Knight, an indigenous gospel/blues singer from the remote community of Wangkatjungka in Western Australia's Fitzroy River Valley.



Across the festival, there were many other events focused on our **local indigenous culture and heritage**:

-Flickerfest Film Festival: A celebration of screening an incredible collection of some of our country's most creative Indigenous talent, both behind and in front of the camera.

-Jarndu Ngaank Women's Talk Tours: Women's talk tours of Broome and beyond. Jarndu Ngaank Women's Talk Tours are an Aboriginal women's-led cultural immersion experience that will provide you a better understanding of Aboriginal culture from a senior cultural women Elder's experience.

-Mabu Buru Tours: Mabu Buru Tours is an Aboriginal Tourism business that gives an Indigenous perspective to the landscape in and around Broome and introduces guests to the traditional cultural practices of the West Kimberley region.

-Narlija Experiences Broome: A unique tour of Broome and the Bay and a opportunity to see the country and lifestyle from a local entertainers unique perspective - including Dampier Creek and the rich pickings in the mangrove forests and on the jabalbal (mud-flats).

-Kimberley Cultural Adventures: A 3 hour cultural experience with Robert Dann who is a local Indigenous Tour Guide, born and bred in Broome, with ancestral ties to the Nyul Nyul people in Beagle Bay. Robert grew up with the old history of Broome and knows and understands the local stories and important landmarks of the area.

-Taste of Broome: Eleven years on from the first A Taste of Broome, Naomi Pigram-Mitchell led a team of Broome's hottest musicians and artists as they pay homage to the artistic giants who have come before. A night of song, dance, food and music and a celebration of the storytellers who have paved the way for today's society.

These events provided a platform for showcasing local arts, music, food, and customs, offering both residents and visitors the chance to **experience and appreciate different cultural expressions**. They promoted mutual understanding and respect among diverse groups, helping to **break down barriers** and create a more **inclusive society**.

Community Satisfaction and Appreciation

The festival received multiple emails expressing thanks from participants, indicating a high level of community satisfaction and appreciation for the event.

Local Business Involvement:

Local businesses, as shown in the sponsors section above, actively supported the event, showcasing a strong bond between the festival and the local business community.

Larger local attendance to the free community events:

This year, our free community events saw the biggest attendance to date. In particular, the Opening Ceremony, Floating Lantern Matsuri and Festival Finale gathered large numbers of local families and individuals.

Overall Impact:

The extensive list of sponsors, community partners, volunteers, and the positive feedback received in emails collectively demonstrate the festival's deep engagement with the local community. The involvement of various businesses, organisations, and individuals not only financially supports the event but also fosters a sense of community pride and collaboration. This engagement indicates a strong and positive relationship between Shinju Matsuri and the local community, emphasising the festival's significance in the region.



Key Learnings and Future Plans

Reflecting on the event's outcomes and challenges, several key learnings have emerged, along with actionable steps for improvement in future editions.

1. Strengthening Economic Impact

While the festival provided an economic boost by extending the tourist season and drawing visitors from across Australia and internationally, lower-than-expected ticket sales for some events highlighted the need for a few improvements.

Future Steps

- **Improve Marketing and Promotion:** Focus on earlier and more targeted marketing campaigns within Western Australia and nationally to attract both local and out-of-region visitors. Our objective to gain further reach in eastern states and internationally (starting with Singapore and Japan) was not met to the level we anticipated however, due to the contacts and partnerships established this year, we are in a good position to achieve this goal in the following year.
- **Enhance Accommodation Coordination:** Collaborate with local accommodation providers to ensure better availability and pricing options for festival attendees.
- **Diversify Revenue Streams:** Continue the cash bar model and introduce more accessible pricing for events to attract a wider audience, while also exploring additional sponsorship opportunities.

2. Boosting Local Business Engagement

The festival created numerous opportunities for local businesses to tender services however, there is potential to further expand these opportunities.

Future Steps

- **Increase Local Partnerships:** Expand the involvement of local businesses by offering more chances to provide goods and services, particularly for smaller vendors and artisans.
- **Business Workshops and Networking:** Host pre-festival workshops or networking events to help local businesses understand how they can engage with the festival and benefit from the increased visitor numbers.

3. Enhancing Volunteer Involvement

Volunteers played a key role in the success of Shinju Matsuri, but some challenges were noted, including volunteer fatigue and no-shows. Strengthening volunteer recruitment and retention strategies will be essential as the festival continues to grow.

Future Steps

- **Broaden Volunteer Recruitment:** Increase partnerships with local organisations like Broome Circle to recruit a larger and more consistent volunteer base.
- **Volunteer Incentive Program:** Develop a more structured incentive program to reward volunteers with festival perks, recognition, or exclusive access to certain events.
- **Staffing and Volunteer Management:** Ensure better distribution of volunteer resources and improve communication to prevent fatigue and ensure smooth event operations.

4. Community Engagement and Accessibility

Shinju Matsuri successfully brought together Broome's multicultural community and increased accessibility through initiatives like sign language interpretation. However, there is room to expand community participation and inclusivity further.

Future Steps

- **Expand Inclusive Programming:** Continue offering free community events and consider introducing more family-friendly and culturally diverse activities to cater to a broader range of audiences.
- **Enhance Accessibility:** Build on the partnership with Expressions Australia to provide accessibility services across more events, making the festival as inclusive as possible for attendees with disabilities.
- **Engage Local Schools and Youth:** Strengthen engagement with local high schools by offering more work experience and learning opportunities for students, similar to their involvement in the Long Table Dinner.

5. Addressing Event Execution Challenges

While many events were successful, logistical issues such as slow food service and payment system failures at the Matso's Cocktail Party need to be addressed to ensure a smoother experience for attendees.

Future Steps

- **Streamline Event Operations:** Implement better payment processing systems and review food service logistics to avoid delays and improve the attendee experience at high-profile events.
- **Coordinate with Local Events:** Better alignment of Shinju Matsuri's event calendar with other local events to reduce competition and improve ticket sales across the board.

6. Building Toward Self-Sustainability

The festival showed progress in terms of operational sustainability but requires further development in areas such as financial planning, resource allocation, and long-term strategic partnerships.

Future Steps

- **Secure Long-Term Partnerships:** Continue building relationships with existing sponsors while pursuing new opportunities to secure long-term financial support.
- **Develop Sustainable Financial Models:** Explore ways to reduce operational costs and increase profitability through diversified funding streams, such as sponsorship, grants, and community donations.

By addressing these key learnings and implementing the outlined strategies, Shinju Matsuri will continue to grow and evolve, becoming a more self-sustaining and impactful event for Broome and its community.

Evidence of acknowledgement of funding

Social Media Engagement

Facebook: 11 404 followers



Facebook profile visits between July and September 2024 were up by 20% compared to the same period 2023.

- Key demographic: Women 35-44 yrs Men 45-54 yrs
- Age and gender Men 23.20% Women 76.80%
- Organic reach: April - June 12.9K ; July-Sept 38K.

Instagram: 3,667 followers



Instagram profile visits between July and September 2024 were up by 225% compared to the same period in 2023.

- Key demographic: Women 35-44 yrs Men 45-54 yrs
- Organic reach: April - June 2.9K ; July-Sept 64.7K

From May to November 2024, Shire of Broome was featured over 60 times across Facebook and Instagram using either page tags, logo placement or through appreciation posts. The significant organic reach above reflects the festival’s impact on achieving visibility and engagement for partnering organisations, such as Shire of Broome.

Shinju Matsuri



Shinju Matsuri is with Road Safety Commission Western Australia and 5 others.

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Over the past 16 days we celebrated the heritage & history of Broome via a series of gourmet dining experiences by WA's top chefs, cultural tours, art exhibitions & performances by local & visiting performing artists of all ages.

These events would not have been possible without the support of our Presenting Partners.

A big thank you to Tourism Western Australia, Shire of Broome, Road Safety Commission of Western Australia, Department of Local Government, Sport & Cultural Industries and Lotterywest.

[#shinjumatsuri](#) [#westernaustralia](#)
[#australiasnorthwest](#) [#visitbroome](#) [#tourismwa](#)
[#lovebroome](#)



Thank you for our 2024 Presenting Partners

Tourism Western Australia



WESTERN AUSTRALIA
GOVERNMENT OF WESTERN AUSTRALIA
WALKING ON A DREAM

Shire of Broome



Road Safety Commission



Department of Local Government, Sport & Cultural Industries



Influencer Engagement

Khanh Ong, an Australian cook, television personality, author, restaurateur and vibrant social media influencer with an impressive 391 000 following on Instagram, was invited by Shinju Matsuri to join this years events. He was the celebrity guest for Matso's Cocktail Party and Long Table Dinner. Khahn had a impressive reach on his social media posts which advertised Shinju Matsuri and his collaborations with local businesses.



Khanh Ong was joined by Matt Agnew, a social media influencer with 131,000 followers on Instagram and Network 10's Bachelor in 2019. Matt, in collaboration with Khanh also featured Shinju Matsuri on his social media network, further increasing advertisement of the festival.

Digital Marketing

The TWA logo was prominently featured in 11 engaging EDMs, as shown on the email footer below. We sent 72374 emails which reached a vast audience of over 6500 subscribers. The logo also appeared in multiple pages of the Shinju Matsuri digital Full Program, Mini Program and Hub Program.



Print Advertising

The logo was also included on the two front page advertisements and on the double page program in the Broome Advertiser, maximising local visibility and engagement. Shinju Matsuri was also featured through:

- Broome Visitors Guide magazine - multiple pages
- Banner Ads and online promotional articles: Broome Visitors Centre, Western Australia, Shire of Broome, The Urbanlist, Kimberley Pearl Charters, The Grey Nomads
- Broome Advertiser online articles aimed at festival promotion in the Perth metro region from May to August. This had a total reach of 90,000 impressions.

Television Advertising

Shinju Matsuri festival was also featured on television through:

10 RWA, 10 Bold RWA, 10 Peach RWA.

The Shire of Broome logo was showcased on the Shinju Matsuri advertising clip. The festival was advertised before, during or after many popular tv shows and programs. To reach our required demographic, we were heavily featured on the following:

- Masterchef Australia
- The Project
- Billboard

	Reach	Spots
May	48 000	641
June	44 000	873
July	54 000	802
August	20 000	123

Between May and August, the advertisement reach across Western Australia was 166,000

Radio and Digital Campaigns

Our festival made waves in the airwaves, featuring in radio campaigns on HitWA, HiT Broome, Busselton & Bundbury and Mix 94.5. Moreover, our strategic presence extended to digital streaming ads through the Listnr App, accumulating a total of 22,387 impressions in March 2024. This multifaceted approach ensured our message resonated with diverse audiences, enhancing our brand visibility and engagement. The Shire’s support was mentioned in these advertisements.

The value of Mix94.5 campaign was \$17,560, fully covered by HitWA as part of the sponsorship contract for Naming Rights to Carnival of Nations. Shinju Matsuri paid just over \$19,150 (inc. GST) for the remaining radio and digital campaigns.

SHINJU MATSURI

USING YOUR NOODLE – ALLAN & CARLY

AUDIO COMMITMENT

PROMISED	DELIVERED
<ul style="list-style-type: none">10 x ROS Pre-Promote Statewide Promos20 x ROS Active Statewide Promos10 x Live Breakfast Credits10 x Recorded Openers10 x Live Workday Credits	<ul style="list-style-type: none">15 x ROS Pre-Promote Statewide Promos41 x ROS Active Statewide Promos10 x Live Breakfast Credits10 x Recorded Openers10 x Live Workday Credits

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SHINJU MATSURI

USING YOUR NOODLE – ALLAN & CARLY

DIGITAL/ SOCIAL COMMITMENT

The Shinju Matsuri Festival is back this August!

ALLAN & CARLY'S USING YOUR NOODLE

BOOKING.COM

1 x Insta/ Facebook Story

1 x Online Info Page

PROMISED	DELIVERED
<ul style="list-style-type: none">1 x Insta/ Facebook Story1 x Online Info Page	<ul style="list-style-type: none">1 x Insta/Facebook Story1 x Online Info Page

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Shinju Matsuri Website

Shire of Broome was featured as a presenting partner at the bottom of each of the Shinju Matsuri website pages and at the top of the Sponsors page.

shinju.
Matsuri

What's On | Sponsors | Get Involved | Getting Around | Latest News | Acknowledgement | Contact Us

Shinju Matsuri 2024

Presenting Partners

WESTERN
AUSTRALIA
WALKING ON A DREAM

Tourism Western
Australia

Shire of
Broome
A future, for everyone

Shire of Broome

GOVERNMENT OF
WESTERN AUSTRALIA

Department of
Local Government, Sport
and Cultural Industries

DLGSC

GOVERNMENT OF
WESTERN AUSTRALIA

ROAD
SAFETY
COMMISSION

Road Safety
Commission

lotterywest

Lotterywest

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 2024 full event program, mini program and festival hub program - all available on our website. The Shire of Broome logo was also included in all of these digital programs which were downloaded 9124 times - exceeding the number of previous years.

shinju.
Matsuri

What's On | Sponsors | Get Involved | Getting Around | Latest News | Acknowledgement | Contact Us

shinju Matsuri

FESTIVAL OF THE PEARL | BROOME W.A.
17 AUGUST TO
1 SEPTEMBER 2024

FULL PROGRAM

MINI PROGRAM

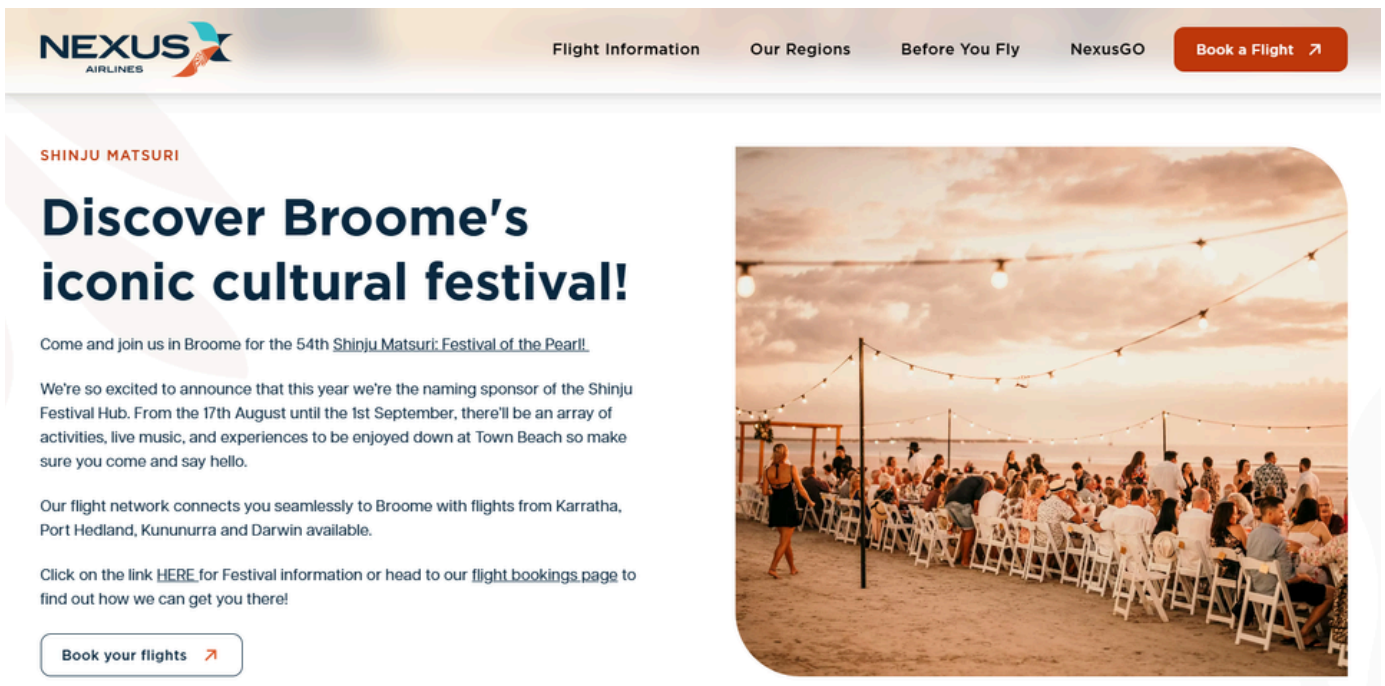
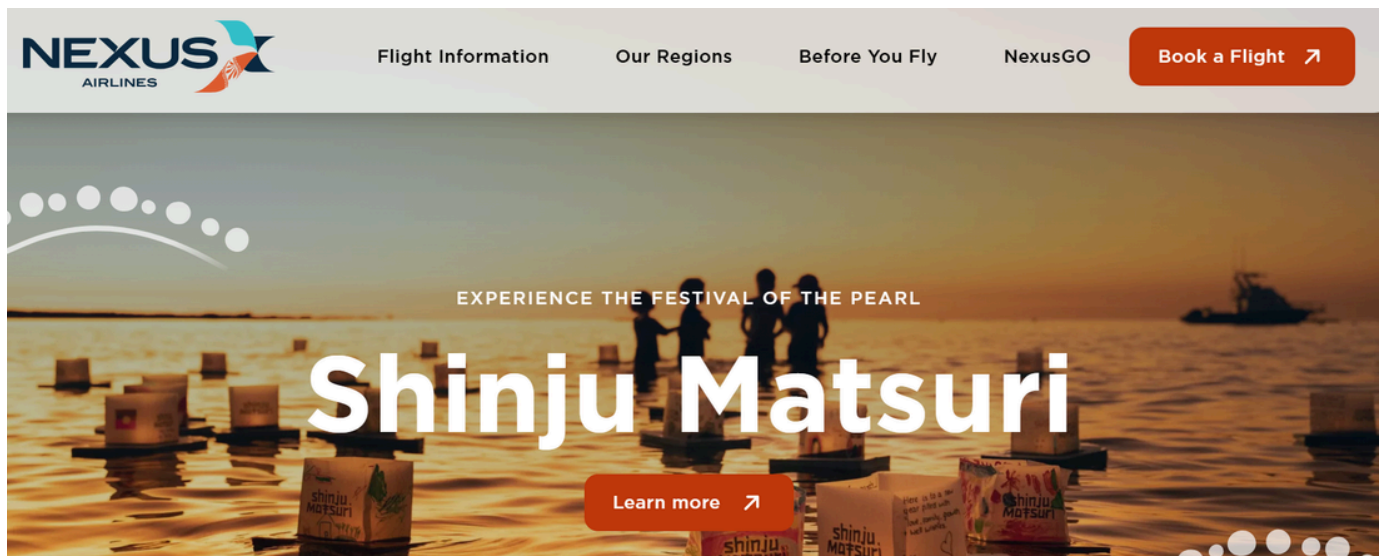
HUB PROGRAM

BOOK TICKETS

Additional Support

Nexus Airlines

Nexus Airlines was the Naming Rights Sponsor for the Festival Hub. As part of their sponsorship agreement, Shinju Matsuri was advertised on the Nexus website, with direct links to our website and ticketing platform. They also launched a promotional campaign in Darwin, Broome and the Pilbarra.



Broome Civic Center

30+

EVENTS LOADED TO THE
VISITBROOME.COM.AU EVENT CALENDAR

6

BLOGS CREATED ON VISITBROOME.COM.AU

50+

POSTS ON VISIT BROOME'S FACEBOOK AND
INSTAGRAM RELATING TO SHINJU MATSURI

20K

REACH ON SOCIAL MEDIA POSTS
RELATING TO SHINJU MATSURI *(THIS DOES
NOT INCLUDE OUR STORIES REACH)*

VARIOUS

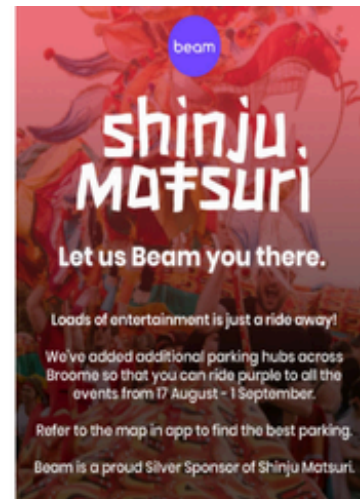
HOMEPAGE BANNERS AND
PROMOTIONAL LINKS THROUGH
TO SHINJUMATSURI WEBSITE ON
VISITBROOME.COM.AU

ADDITIONAL SUPPORT EXAMPLES

- Instore display and instore customer service
- Promotion in the Broome Visitors Guide magazine
- Assisting with enquiries about the festival by phone and email relating to the festival through the visitor centre
- Hundreds of social media stories posted (often in in real time) promoting the program of events. Also, with a good lead time for ticketed events.
- Graphic design, website landing page and support for Aboriginal tours and experiences during Shinju.
- Distribution of print programs at the centre, as well as strong promotion for downloading digital programs.

Beam Mobility

Beam Mobility was one of Shinju Matsuri's sponsors. Apart from their in-kind contribution of beam voucher codes for volunteers and event staff, they also supported us through a campaign on the Beam app. These were rider communications and in app messaging (below) which were aimed at: maximising event engagement, boosting attendance, offering efficient ticket purchases and delivering push notifications directly into people's pockets.



Australia's North West Tourism

ANWT has supported Shinju Matsuri through a a variety of marketing mediums:

- Paid promotion via ANW social media channels (IG and FB)
- Feature in relevant marketing campaigns where possible
- Half page advertisement in 2024 Holiday Planner
- Venture the Kimberley e-mag mention
- Consumer EDM feature

ANWT recorded 3,198 referrals from social media ads, 27 from consumer eDMs and 2747 website page views of the Shinju Matsuri feature page with 669 referrals from there to Shinju Matsuri. Shinju Matsuri was included in 8 organic social media posts with a combined reach of 86,500. This was inclusive of a collab post with Tourism WA. The Australian Traveller article was part of a paid campaign with Australian Traveller from May – July 2024, and Shinju Matsuri was one of the featured experiences. In print, the magazine had a circulation of 25,000 with a readership of 148,000 and a further 3,995 visitors to the online article. There was also an Australian Traveller article “Back to Broome: The inspiration behind two decades of seeing Australia” in the Oct 2023.

Event representation

The Shire of Broome teardrop banners were prominently featured at all the Shinju Matsuri events. Additionally, the Shire of Broome and was mentioned at every event by the MC as a presenting partner. Above all, the logo was one of the drone show displays lighting up the Town Beach skies in front of over 4000 attendees.



Festival Finale Drone Show, Town Beach.



Shinju Ball, Festival Hub at Town Beach



Festival Hub at Town Beach.



Shinju Matsuri Art Awards, Broome Civic Center.

Marketing Overview and Future Plans

Shire of Broome was successfully advertised across social media, EDMs, digital products such as the festival programs, website, print, TV and radio campaigns. Further physical branding set up at the Festival Hub and Shinju Matsuri events showed TWA's great support as our Presenting Partner.

With the changeover of the marketing team, we are aware that some areas of promotion and advertising needed more attention. Despite some setbacks this year, we feel very positive that we can make significant improvements after recent interviews with professional marketing teams.

Evidence of funding expenditures

Shinju Matsuri received a total of \$14,500 for event expenses and venue hire and a further \$63,000 for the purpose of delivery of community/public events in Chinatown and Town Beach. The expenses can be found in the attached event budget along with invoices for these events.



Community Support, Grants and Sponsorship

Presenting Partners

Tourism WA, Shire of Broome, Department of Local Government Sport and Cultural Industries, the Road Safety Commission and Lotterywest.

Naming Rights Sponsors

Northside Rentals, Spinifex Cable Beach, Roebuck Bay Hotel, Horizontal Falls Seaplane Adventures, Hit WA, Nexus Airlines, Dahlia Designs, Horizon Power, Broome International Airport, Good Drinks/ Gage Roads, Matsos Broome Brewery, Kimberley Port Authority, Bali Hai Resort and Spa and Lotterywest.

Gold Sponsors

Willie Creek Pearls, Australia's North West Tourism, Silver Sponsors, Cygnet Bay, Expression Australia, Coles, Mangrove Hotel, Quest Maritime Services, A Plus, Kimberley Coffee Company, Cleanaway, Broome Visitors Centre, Moonlight Bay Suites, Kimberley Sands Resort, Beam Mobility, OHM Electronics

Bronze Sponsors

Brooks Access, Broome Advertiser, Madfish Wines

Community Sponsors

Men's Shed, Kimberley Kolors, Broome and Around, The Billi, Buru Energy, H&M Tracey, Discovery Parks Broome, Seashells, Lift n Rig, Kimberley Gold, Ray White, Broome, Plumbing & Gas, Broome Explorer, Peak Events Co, Broome Circle, Allure South Sea Pearls, Kimberley Kolors, Quest Maritime Services, Black Stump Gallery, Trish's Treehouse, Kimberley Mineral Sands (KMS), Paw Paw Pet Store, Domino's Pizza, ABC Kimberley, Kimberley Quest, Broome Boulevard, Tenderspot and Peak Events Co.