

SHIRE OF BROOME COMMUNITY DEVELOPMENT FUND

STREAM THREE: EVENTS SEEKING A FUNDING CONTRIBUTION OF MORE THAN \$40,000

FUND GUIDELINES

This application form is for **Stream three: events seeking more than \$40,000**. Applications to this stream are by invite only. If you are applying for one of the other streams please click [here](#) to return to the website and download the relevant form.

Applications to this stream are by invite only. Please speak with the Shire of Broome Economic Development Coordinator prior to making an application.

To be eligible for this grant, the event must be designated a PEARL Event at an Ordinary Meeting of Council. As of January 2023, only one event has been designated by Council as PEARL event – Shinju Matsuri Festival.

In order to be considered for designation as a PEARL event, events must achieve all three objectives of the following event types:

- **Drawcards** are events that bring visitors to Broome specifically for the event, which in turn injects new money into the local economy.
- **Enhancers** enrich the experience of those already visiting Broome, creating additional expenditure, and in some cases length of stay.
- **Community** events connect with the community and create a vibrant atmosphere, while stimulating local expenditure.

An organisation interested in being considered as a PEARL event must request this, in writing, before October 30 each year prior to the call for applications.

APPLICANT DETAILS

Organisation Name	Shinju Matsuri Inc	
Incorporation Status	<input checked="" type="checkbox"/> Incorporated	<input type="checkbox"/> Non- Incorporated
If not incorporated, please provide details of auspice arrangement		
What is the mission of your organisation? <i>Maximum 150 words</i>	Shinju Matsuri Inc is the governing body of the annual Shinju Matsuri Festival. It consists of volunteers that form the committee that provide guidance and leadership of the 2-week festival. In partnership with Kimberley Special Events, Shinju Matsuri Inc are dedicated in upholding the annual cultural celebration to pay tribute to the multicultural diversity and pearling heritage of Broome. The festival contributes to the wider tourism	

	<p>economy as a must-see tourism attraction whilst promoting a strong social inclusion and connection for the wider Broome community.</p> <p>Our aim is to spread reach and engagement about Broome's unique culture and history by bringing in more tourists and revenue to support our town.</p>	
<p>Is your organisation based in: <i>Tick one</i></p>	<input type="checkbox"/> Beagle Bay <input type="checkbox"/> Bidadanga <input checked="" type="checkbox"/> Broome	<input type="checkbox"/> Djarindjin <input type="checkbox"/> Lombadina <input type="checkbox"/> Other _____
<p>If your organisation is based outside of the shire boundaries, please indicate which local partners you have secured and how they will help support you to achieve local impact:</p>		
<p>Contact name and position</p>	Saira Hanlon – Director of Events	
<p>Contact Number</p>	[REDACTED]	
<p>Contact Email</p>	[REDACTED]	
<p>Australian Business Number (ABN)</p>	56 178 581 257	
<p>GST Registered</p>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
<p>Does your organisation operate on a not-for-profit basis?</p>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

EVENT DETAILS	
<p>Total Amount Requested from the Shire of Broome (ex GST)</p>	\$ 100,000
<p>Total cash contributed by applicant or other funders (ex GST)</p>	\$ 650,000
<p>In-kind contribution by applicant or partners</p>	\$ 250,000

Total event cost <i>Including in-kind</i>	\$1,300,000
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Event focus/genre: tick ONE			
Community	<input type="checkbox"/>	Arts	<input type="checkbox"/>
Sport	<input type="checkbox"/>	Youth development	<input type="checkbox"/>
Economic impact	<input checked="" type="checkbox"/>	Other (specify)	

Event Name	Shinju Matsuri Festival
Short event description <i>Maximum 150 words.</i> <i>If successful, this may be used on the Shire website and/or released to the media.</i>	The Shinju Matsuri Festival is a celebration of Broome’s rich cultural diversity, pearl heritage, and vibrant community spirit. Over two weeks, the festival brings together residents and visitors alike for a uniquely Broome experience, blending traditional and contemporary cultural expressions. It features art exhibitions, live music, cultural performances, culinary delights, and community-led activities.
Event outline <i>Maximum 500 words.</i> <i>Tell us about your event. What are you doing or delivering? What is the concept? Who are the key contributors? Describe your approach and the planned activity.</i>	<p>The Shinju Matsuri Festival purpose aligns with the three “Pearl Event” objectives;</p> <ol style="list-style-type: none"> 1. Drawcard; The festival attracts visitors from Western Australia, across the country, and internationally. Held during Broome’s peak season, the event highlights the region’s perfect weather, stunning landscapes, and a range of cultural experiences that create an unforgettable destination event. 2. Enhancer; Many visitors extend their stays to fully immerse themselves in the festival, enjoying managed events that bring together the best of Broome’s art, culture, hospitality, and community. 3. Community; The festival activates the town through diverse activities, from street performances to the iconic opening ceremony and float parade. It fosters a strong sense of community pride, bringing together locals and newcomers alike.. <p>The festival is delivered by Kimberley Special Events (KS Events) under the strategic oversight of the Shinju Matsuri Board. This collaboration is formalized through a Service</p>

Level Agreement (SLA) to ensure transparency and accountability.

Key contributors include:

- Our presenting partners such as Lotterywest, The Shire of Broome and Tourism WA have all seen the value in the festival and continue to contribute the financial support that the festival thrives and survives on.
- The Yawuru Traditional Owners provide cultural guidance and deliver traditional ceremonies and workshops.
- The arts and cultural communities contribute valuably to the festival each year. An example of this being the iconic Sammy the Dragon, who appears each year due to a dedicated team of community volunteers ensuring he wakes up and dances for the joy and entertainment of all participants. Plus, numerous local performers, cultural groups and artists showcase their talent through the festival.
- Local businesses and organisations that support the festival by providing financial and logistical support.

Approach

KS Events has developed a structured project management plan based on agreed Project Descriptions and Milestones. This ensures efficient delivery of Festival activities and alignment with the objectives. Government approvals for recurring events have been secured in advance, streamlining the operational process.

The festival emphasises collaboration with local stakeholders, ensuring cultural sensitivity and community inclusion. A dedicated team manages marketing and promotions, leveraging partnerships with regional and state tourism bodies to maximise exposure.

Planned Activity

The festival hosts a variety of both free community events and ticketed events. Some of the feature activities include the Opening Ball, The Float Parade, The Carnival of Nations, The Chinatown Feast, Floating Lanterns Matsuri, Pets in the Park, Senior Citizens Morning Tea and of course, the Sunset Long Table Dinner.

The Shinju Matsuri Festival Hub and bar runs throughout the

	<p>festival as a meeting place for families and friends to enjoy the beautiful Town Beach location hosting it's own diverse program of children's and cultural activities.</p> <p>As well as this variety of festival hosted events, we open our festival program up to the community to host events as part of the overarching program. This creates an opportunity for other locals to take advantage of the tourism that the festival brings to Broome.</p>
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Event Start Date	23 rd August 2025
Event End Date	7 th September 2025

<p>Which of the following fund priorities will your event aim to address? <i>Tick all that apply</i></p> <p><i>For more information, please see 'Section 2: Fund Priorities' of the fund guidelines</i></p>			
Children and Young people	<input checked="" type="checkbox"/>	Economic Impact	<input checked="" type="checkbox"/>
Community Safety	<input checked="" type="checkbox"/>	Social Impact	<input checked="" type="checkbox"/>
<p>Event outcomes and measures Maximum 400 words</p> <p><i>Which outcomes will your event achieve? How will your event address the fund priorities? (You do not need to meet all of them, but you must ensure you identify how you meet at least one of them).</i></p> <p><i>Include detail as to how you will measure outcomes.</i></p>	<p>Children and Young People Shinju Matsuri provides increased opportunities for children and young people to actively engage in the festival. These include performer opportunities such as being a part of Sammy the Dragon, participation in kid-friendly activities at the festival hub, and hands-on workshops.</p> <p>Measures:</p> <ul style="list-style-type: none"> ○ Estimated number of children and young people attending each event. ○ Number of youth participants as volunteers, performers, or in work experience roles. ○ Total number of child- and youth-friendly events held. ○ Photographic and video evidence capturing engagement. <p>Economic Impact Shinju Matsuri drives significant economic benefits for</p>		

Broome by attracting interstate and international visitors, boosting tourism, and supporting local businesses. Through its broad appeal, the festival increases foot traffic to restaurants, retail stores, and tourism operators. Furthermore, the shift to local project and event management ensures strong partnerships with local vendors, enhancing their ability to deliver services at large-scale events.

Measures:

- Results from post-festival surveys targeting attendees, vendors, and sponsors.
- Business feedback surveys highlighting increased sales and brand exposure.
- Data on visitor spending and accommodation bookings during the festival period.

Social Impact

The festival fosters a socially inclusive environment, bringing together Broome's diverse community to celebrate its unique cultural heritage. Events such as the Opening and Closing ceremonies, Carnival of Nations, and Senior Citizens Morning Tea create spaces where different community groups feel represented and connected. These events promote cross-cultural understanding, build community, and strengthen Broome's cultural identity.

Measures:

- Attendance numbers at each event, by demographic groups.
- Surveys to gauge social impact and inclusivity from participants and community members.
- Evidence and testimonials from attendees.
- Photographic documentation showcasing community engagement.

Community Safety

Shinju Matsuri enhances community safety by hosting well-organised events in public spaces, promoting Broome as a safe and vibrant destination. The festival actively collaborates with local authorities to ensure smooth crowd management, visible security presence, and well-lit venues, offering attendees peace of mind.

● **Measures:**

- Feedback from attendees regarding their perception of safety at events.
- Collaboration reports from local authorities and emergency services.

	<ul style="list-style-type: none"> ○ Incident reports (if any) and strategies implemented to mitigate risks. ○ Photographic evidence of secure and welcoming event environments.
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Event Milestones <i>Your proposed event should be well planned with activities such as engagement, implementation and evaluation clearly planned for. Please indicate how your event will be delivered within the proposed time frame (add additional rows if required).</i> <i>Note you can expect to be advised of the outcome of the application in April for events starting in July 2023.</i>	
Event stage or milestone	Timeframe
<i>e.g.: Notify stakeholders and start event application</i>	<i>September 2024</i>
Set festivals objectives, KPIs and measures	December 2024
Grant applications and sponsorship packages	December 2024
Obtain quotes (audio visual, venue hire, operational equipment, assets, etc)	Feb – May 2025
Finalised marketing plan, shire permits, venue, road closures and risk assessments	Jan – July 2025
Start securing festival artists, vendors, volunteers (EOI process) Start advertisement for Float parade applications and Art award registrations	Feb – July 2025
Finalise festival budget	March 2025
Apply for festival liquor and gaming license	March 2025

Finalised event program	1 st August 2025
Site crew arrival, commence festival set up	20 th August 2025
Execution of the Shinju Matsuri Festival	27 th August - 7 th September 2025
Festival packdown	15 th September 2025
Finalise Float Parade and Art award prize payments Thanks Sponsors Post Festival Survey	1 st Sept – 30 th Sept 2025
Post event reports/ grant acquittals	8 th September – 1 st November 2025
Release dates for Shinju Matsuri 2024 Commence ticket sales	1 st October 2025

Stakeholders and Partners

Please provide details of groups/organisations involved in this event. E.g.: As event partners, providing resources or if they have been consulted. Add additional rows if required.

Organisation/agency	Involvement	Contact name	Contact number
Shinju Matsuri Incorporated	Festival body organisation	██████████	██████████
Kimberley Special Events	Presenting event company	██████████	██████████
The Shire of Broome	Approval body and grant funding	██████████	██████████
Tourism WA	Grant Funding	██████████	██████████
Lotterywest	Grant Funding	██████████	██████████
Broome International Airport	Naming Rights Sponsor	██████████	██████████
Roebuck Bay Hotel	Naming Rights Sponsor	██████████	██████████
DLGSC	Grant Funding	██████████	██████████
Road Safety Commission	Grant Funding	██████████	██████████
Nexus Airlines	Naming Rights Sponsor	██████████	██████████
Matsos Broome Brewery	Naming Rights Sponsor	██████████	██████████

Horizontal Falls Seaplane Adventures	Naming Rights Sponsor	██████████	██████████
HIT WA	Naming Rights Sponsor	██████████	██████████
Horizon Power	Naming Rights Sponsor	██████████	██████████
Northside Rentals	Naming Rights Sponsor	██████████	██████████
Kimberley Port Authority	Naming Rights Sponsor	██████████	██████████
Dahlia Designs	Naming Rights Sponsor	██████████	██████████
PEAK Events	Site Management and festival build	██████████	██████████
Yawuru Traditional Owners	Cultural Guidance	██████████	██████████
A Plus	Event Furnishing and Sponsor	██████████	██████████
Sammy the Dragon	Festival Mascot	██████████	██████████
So many more!			

**Target Audience/
Participants/ Beneficiaries**

Tick all that apply

- Children (12 years and under)
- Young people/youth (12-18 years)
- Women
- Men
- The LGBTQI+ community
- Older People (55+ years)
- Aboriginal and Torres Strait Islander people
- People from culturally and linguistically diverse (CALD) backgrounds
- People with a disability
- Low-income families
- Other (please specify below)

PROJECT BUDGET

Please complete the table below, adding additional rows if required.

Any item over \$2,000 for which funding is requested from the Shire of Broome must be accompanied by a corresponding written quote.

Expense	CDF funding requested	Other cash or grants	In-kind contribution	Source of other cash or in-kind contributions <i>Include whether source is confirmed or unconfirmed</i>
Security – for increased presence directly relating to community, Chinatown/Town Beach activated events	\$15,000	\$10,000		Lotterywest U/C
Festival Hub Upgrade – To keep upgrading to festival hub eg stainless steel benches, fridges, additional; furniture, fencing, lighting	\$10,000		\$5,000	
Drone Show	\$27,250	\$27,250		Broome International Airport - unconfirmed
Equipment Hires – to support rising costs with all hires but this would directly relate to all community & Chinatown/Town Beach activated events	\$10,200	\$30,000		Ticket Sales U/C, Tourism WA U/C, Lotterywest U/C
Contractor/Facilitation Fees - to support rising costs with all hires but this would directly relate to all community & Chinatown/Town Beach activated events	\$15,000	\$78,000		Ticket Sales U/C, Tourism WA U/C, Lotterywest U/C

Civic Centre – Venue Hire & fees associated with Shire venues	\$7030.00			
Shinju events - Venue hire & fees associated with Shire venues Based on costs from 2024	\$15,520.00			
TOTAL:	\$100,000	\$145,250	\$5,000	

<p>Are you seeking multi-year (2 or 3-years) funding?</p>	<p>Yes <input checked="" type="checkbox"/></p>	<p>No <input type="checkbox"/></p>
<p>If YES, please explain how you plan to leverage this investment over 3 years to attract new revenue, funding or sponsorship in order to reduce future reliance on the Shire.</p>	<p>The sponsorship from the Shire of Broome will be instrumental in helping Shinju Matsuri grow into a more financially sustainable event. This funding will allow us to invest in strategies that reduce our long-term reliance on external funding, including the Shire’s contributions. Specifically, we plan to expand our revenue streams by expanding our ticketed offerings, securing additional corporate sponsorships, and developing merchandise sales.</p> <p>The sponsorship will also support the professional development of our team, allowing us to strengthen our marketing strategies to attract more visitors from outside the region, increasing economic activity across local businesses.</p> <p>By leveraging the Shire’s support, we aim to create a self-sustaining model for Shinju Matsuri. A key focus will be on enhancing the festival’s appeal to interstate and international markets, ensuring broader audience engagement and participation. This includes scaling up events such as the Opening Ball, Chinatown Feast and Sunset Cocktail Party, which are prime opportunities to generate additional revenue. Additionally, we are investing in digital infrastructure, such as an upgraded website and ticketing platform, to streamline operations and improve the visitor experience.</p> <p>These steps will enable Shinju Matsuri to thrive independently while continuing to deliver significant economic and cultural benefits to the Broome community.</p> <p>The Shire of Broome’s support at this critical juncture will provide the foundation for us to implement these changes, ensuring that Shinju Matsuri remains a treasured celebration for generations to come while becoming less reliant on public funding over time.</p>	

OTHER DETAILS

<p>Supporting Documentation</p>	<p>1</p>	<p>Event Application</p>
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<p><i>Please list all supporting documentation attached to your application</i></p> <p><i>Including: quotes, letters of support, evidence of auspicing arrangement (if applicable) evidence of required permissions etc.</i></p>	2	Detailed budget
	3	Audited financial statement
	4	Kimberley Special Events – current public liability CoC
	5	Shinju Matsuri – current public liability CoC
	6	Letter of Support - BCCI
	7	Letter of Support – Broome Visitors Centre
	8	Letter of Support – Australia's NorthWest Tourism
	9	Letter of Support – Kimberley Port Authority
	10	Drone Show Quote – ██████████
	11	Contractor Quote – ██████████
	12	Equipment Hire Quote - ██████
	13	Marketing Quote – ██████████
	14	Security Quote – ██████████
	15	Post Event Report 2024

Application Checklist

Please list all supporting documentation attached to your application (quotes, copy of incorporation status, letters of support, evidence of consultation etc.)

- Completed all sections of the application, including a detailed event budget
- Included a financial statement for the most recently completed financial year (an audited financial statement may be requested)
- Included evidence of public liability insurance (Certificate of Currency)
- Provided quotes for any purchase over \$2,000
- Included letters of support from community groups and / or other organisations
- Retained a copy of this application for your records

For enquiries please contact Shire of Broome Economic Development Coordinator on (08) 9191 8789 or shire@broome.wa.gov.au.

Please return your completed application form via email to shire@broome.wa.gov.au by 4.00pm Tuesday 28 February 2023. Late applications will not be accepted.

SHIRE OF BROOME COMMUNITY DEVELOPMENT FUND APPLICANT ORGANISATION DEMOGRAPHIC SURVEY

The completion of this section is entirely optional. This page will be removed from your application prior to assessment and your answers will **not** be considered during the assessment process.

Your answers to these questions will support the Shire to understand the reach of the Community Development Fund and to diversify the pool of applicants, supporting the dissemination of funding equitably across people of varied demographics within the shire boundaries.

DEMOGRAPHIC SURVEY

Do you or any of your organisation's leadership team and/or board members identify as:
tick all that apply

- First Nations
- People with disability
- Culturally and Linguistically Diverse
- Youth (24 years and under)
- LGBTQIA+
- Other: _____
- Would rather not say
- None of the above

Please indicate the number of members of your organisation's leadership team and/or board that fall within each age range:

e.g.:

 1 25-39 years
 3 55-75 years

 2 18 – 24 years
 3 25 – 39 years
 7 40 – 54 years
 3 55 – 74 years
____ 75 years and over

Please indicate the number of members of your organisation's leadership team and/or board that identify with the following gender identities:

 8 Female
 7 Male
____ Gender diverse /non-confirming
____ Other _____
____ Prefer not to answer