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PO Box 554, Broome WA 6725

AUSTRALIA'S

NORTH WEST

Shinju Matsuri Organising Committee
Kimberley Special Events
Broome, WA, 6725

Dear Shinju Matsuri Organising Committee,

RE: letter of support for continued funding.

I am writing on behalf of Australia's North West Tourism to express our strong support for your three-year grant submission to the Shire of Broome Council for the continued development and delivery of Shinju Matsuri. This iconic festival has become a cornerstone of Broome's cultural and tourism identity, celebrating the town's unique heritage, multicultural community, and stunning natural landscapes.

For over 50 years, Shinju Matsuri has played a vital role in attracting visitors to Broome and the Kimberley region. It not only draws visitors from across Australia and beyond but also fosters local pride and community engagement. The festival's diverse program of events offers an unparalleled opportunity to showcase the region's culture, cuisine, and creativity.

Tourism and Economic Benefits:

Shinju Matsuri generates significant economic benefits for the region, attracting visitors who stay in local accommodations, dine in restaurants, and explore other attractions. According to recent studies, the festival contributes millions of dollars to the local economy annually, providing critical support to businesses and creating jobs. A three-year funding commitment will provide the stability needed to enhance marketing efforts, secure top-tier performers, and further extend the festival's reach, attracting even more visitors to Broome during the shoulder season.

Cultural and Community Impact:

The festival's dedication to honouring Broome's multicultural heritage and history is invaluable. Through its events, Shinju Matsuri brings together diverse communities, fostering understanding and appreciation of Broome's unique cultural tapestry. The inclusion of traditional Indigenous performances and storytelling ensures that the festival remains a platform for sharing and preserving the rich cultural heritage of the region, something that is of great interest to visitors.

Strategic Importance:

From a regional perspective, Shinju Matsuri aligns with our shared goals of increasing visitation, extending the tourism season, and enhancing the reputation of Broome as a world-class destination. The event plays a critical role in promoting the Kimberley and its unique experiences to both domestic and international markets.



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Australia's North West Tourism is proud to support Shinju Matsuri and its vision for the future. A three-year funding agreement from the Shire of Broome will enable the festival to continue thriving, bringing significant benefits to the community, economy, and tourism sector.

We commend Kimberley Special Events for their outstanding work in delivering Shinju Matsuri and look forward to seeing the festival's continued success in the coming years. Please do not hesitate to contact me if you require any further information or support.

Yours sincerely,

Yours sincerely,

Bill Tatchell
CEO Australias North West
16 July 2024

Tuesday, 7th January 2025

Shire of Broome
27 Weld Street,
Broome, WA 6725

RE: Shire of Broome – Pearl Event Funding

To Whom it May Concern,

On behalf of the Broome Visitor Centre (BVC), I am writing to express our strong support for Shinju Matsuri Inc.'s funding application to the Shire of Broome. Shinju Matsuri is a cornerstone of our community, celebrating Broome's unique multicultural heritage, history, and vibrant arts scene. As a key sponsor and partner, the BVC is proud to reaffirm our commitment to the 2025 Shinju Matsuri Festival and beyond. Shinju Matsuri not only plays an essential role in celebrating our town's rich heritage, it also strongly helps drive tourism and economic growth in the region.

The Shinju Matsuri Festival is pivotal to our region's tourism, culture, and economy. The 2024 Shinju Matsuri was an undeniable success, drawing between 19,000 and 21,000 attendees, including a significant number from outside the region from interstate, intrastate and international visitors.

This influx provided a welcome economic boost to local businesses, including accommodation, restaurants, tour operators, local retailers. Suppliers and much more. The festival's 71 diverse events attracted visitors and extended their stay, amplifying its positive impact on tourism and reinforcing Broome's position as a premier cultural destination.

Our ongoing partnership with Shinju Matsuri has strengthened Broome's profile as a premier tourism destination. This partnership is rooted in mutual goals of increasing visitor engagement and delivering an exceptional festival experience that captures the unique spirit of Broome. The BVC has actively supported the festival through this partnership, promoting the event via our networks and providing essential visitor information services. In return, Shinju Matsuri has consistently delivered outstanding cultural experiences that captivate audiences and enhance the visitor experience.

The Shinju Matsuri Festival also aligns with the Shire of Broome's strategic goals by fostering cultural vibrancy, enhancing community wellbeing, and encouraging sustainable tourism. Events like the Floating Lantern Matsuri and Yawuru cultural workshops create invaluable opportunities for cultural exchange and understanding, enriching both locals and visitors alike.

To ensure the continued success and growth of Shinju Matsuri, securing funding is essential. This financial support will allow the festival to expand its program, reach broader audiences, and implement innovative marketing strategies to attract more visitors. In turn, this will bolster our local economy, strengthen community ties, and further position Broome as a must-visit destination.

In closing, the Broome Visitor Centre wholeheartedly supports Shinju Matsuri Inc.'s application for events funding. We look forward to collaborating on another successful festival in 2025 and beyond and continuing to celebrate the rich cultural tapestry that defines Broome.

If you require any further information, please do not hesitate to contact me on the details below.

Yours Sincerely,



Melanie Virgo
General Manager
Broome Visitor Centre



6th of January 2025

Sam Mastrolembo
Chief Executive Officer
Shire of Broome
27 Weld Street
BROOME WA 6725

Dear Sam,

RE: LETTER OF SUPPORT – SHINJU MATSURI FESTIVAL FUNDING APPLICATION

I am writing on behalf of the Broome Chamber of Commerce and Industry (Inc) to express our strong support for Kimberley Special Events application for \$120,000 annually over a three-year contract to assist in the delivery of the Shinju Matsuri Festival. This festival is a cornerstone event for Broome, contributing significantly to our local economy, enhancing our community's cultural identity and fostering a thriving business environment.

Shinju Matsuri attracts thousands of visitors annually from across Western Australia, interstate, and internationally. The influx of tourists and the accompanying economic activity provide critical benefits to Broome's business community, particularly in the retail, hospitality and tourism sectors. Local businesses experience a notable increase in trade during the festival, while the event also supports short-term employment opportunities across various industries, including logistics, catering and event management.

The requested funding will provide Kimberley Special Events with the stability to maintain and enhance the high standard of Shinju Matsuri over the next three years. This includes locking in a multi-year contract for the Drone Show, which has become a signature attraction, drawing wide acclaim and significant media attention. The funding will also support additional security measures to ensure the

safety and enjoyment of all attendees at key locations, such as Chinatown and Town Beach, during major community events.

The funding will assist with venue hire, enabling diverse and accessible programming, as well as targeted marketing campaigns aimed at increasing and intrastate visitation. This expanded reach will amplify the festival's economic impact by driving sustained tourism growth. Additionally, support for increased contractor, facilitation, transport and equipment costs is essential to meet rising operational demands and maintain the festival's success.

The Shinju Matsuri Festival represents far more than a celebration of Broome's unique culture. It is a vital economic driver that strengthens the fabric of our community and bolsters local businesses. By approving this funding, the Shire of Broome has the opportunity to invest in an event that delivers tangible benefits, both immediate and long-term to the broader region.

The Broome Chamber of Commerce and Industry (Inc) strongly encourages the Shire to approve Kimberley Special Events' application and provide the requested funding. Such a commitment will ensure the continued success of this iconic festival and its contribution to the economic and cultural vitality of Broome.

Thank you for your consideration. Should you require any additional information or wish to discuss the Chamber's support further, please do not hesitate to contact me on the details provided below.

Yours Sincerley,

A handwritten signature in black ink, appearing to read 'Sharni'.

Sharni Foulkes
Chief Executive Officer
Broome Chamber of Commerce and Industry (Inc)
08 9193 5553 | 0497 963 764
ceo@broomechamber.com.au

Your ref:

Our ref: GOV005 / 215726
Enquiries: L Westlake

Sam Mastrolembo
Chief Executive Officer
Shire of Broome
27 Weld Street,
Broome, WA 6725

via email: sam.mastrolembo@broome.wa.gov.au

Dear Sam

SHINJU MATSURI FESTIVAL – LETTER OF SUPPORT

On behalf of the Kimberley Ports Authority (KPA), I wish to extend full support for the continuation of the Shinju Matsuri Festival and the request for funding by Kimberley Special Events.

KPA has been a proud sponsor of the Shinju Matsuri Festival for many years and recognises the regional economic benefits the festival generates as well as the popularity of the events within the community.

Ongoing funding to support the events coordinators and operators to produce a high-quality program of events is critical to continue to attract and entertain tourists, visitors and community members by showcasing Broomes diversity, local talent and natural beauty.

KPA continues to support the Shinju Matsuri Festival and encourages the continued support of other organisations.

Yours faithfully



Luke Westlake
CEO

15 JANUARY 2025