

## Broome Tourism Employment Plan Case Study – *A Taste of Broome*

### RECRUITMENT, RETENTION AND TRAINING

This case study is one of a series of resource materials developed as part of the Broome Tourism Employment Plan (BTEP) project in 2012-2013.

#### WORKFORCE ISSUE(S)

*A Taste of Broome* promotes the region's Indigenous tourism products to a national and international audience, encourages local collaborations and alliances to stimulate sustainable regional economic development, and provides opportunities for training and employment of Indigenous and non-Indigenous people.

#### BACKGROUND

Conducted during the peak season for tourists, *A Taste of Broome* combines the performing arts to create a dynamic and rich production showcasing Broome's unique multicultural community, history, identity and future challenges.

The project also offers audiences opportunities to experience the culinary, cuisine and artistic flair of the Broome community with local families and community members holding stalls to sell their own creations in food, arts and crafts, jewellery and clothing.

Staged monthly from May to September, *A Taste of Broome* is packaged in consultation with local, state and national tourism companies to ensure maximum exposure and promotion of the vibrant soul that is the essence of Broome's identity.

#### PROJECT AIMS

The long-term vision is for *A Taste of Broome* to become the region's premier Indigenous cultural

event, achieving greater economic, social and cultural fulfilment and regional prosperity by attracting increasing numbers of visitors from outside the region.



*A Taste of Broome* is intended to maximise the resources and infrastructure of Broome's existing Indigenous tourism networks, and to meet market demand for Indigenous tourism products. The project involves local Indigenous individuals, businesses and organisations working together to represent Broome as a world-class Indigenous tourism destination.

Synergistic partnerships and sponsor relations with local business and industry enable *A Taste of Broome* to promote Broome as a premium tourist destination with broad appeal.

*A Taste of Broome* seeks to engage visitors and the local community in a vibrant Indigenous event of social, cultural and historical significance.

#### IMPLEMENTATION

With pre-production approaching completion, *A Taste of Broome* will be available to tourists visiting

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to achieve Australia's tourism potential



Broome from the commencement of the 2013 tourist season. Marketing and promotions have taken place during the pre-production period involving internal and external marketing avenues and activities through local, state and national tourism bodies.

*A Taste of Broome* will contribute to general national tourism branding and Indigenous tourism promotion in the region. Exposure to this new Indigenous product will expand the wealth of experience enjoyed by visitors to Australia, encouraging new and repeat visitations.

Although events will be conducted on a monthly basis in 2013, activities will increase over the next two years to achieve a target of weekly events as iconic Indigenous experiences for tourists.



## OUTCOMES

The metrics used to assess *A Taste of Broome* in 2013 will include:

- the numbers of: people attending each event; participants in each event; web visits; and people engaged via social media;
- evaluation materials such as audience surveys and feedback, radio competition results, media exposure, and creative team analyses; and
- monthly progress reports from the project manager and artistic director to Goolarri management.

This is a link to view the *Taste of Broome* Industry night promotion: <http://vimeo.com/54833820>



## CHALLENGES/ISSUES

Mitigating strategies are in place to address and overcome possible challenges such as:

- the long-term viability of the project after the expiry of the T-QUAL grant period;
- competition from other mainstream events such as the Broome Racing Round; and
- any inaccuracy in revenue projections.

## FURTHER INFORMATION

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*"A Taste of Broome is a fusion of our rich cultural diversity and artistic wealth. A centrepiece for social entrepreneurship to blossom, A Taste of Broome creates pride and a sense of place for the benefit of both the community and industry."*

Kevin Fong, Managing Director, Goolarri Media Enterprises