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**From:** Broome Chamber of Commerce Executive Officer [<mailto:executiveofficer@broomechamber.com.au>]  
**Sent:** Monday, 7 May 2012 3:35 PM  
**To:** 'Graeme Campbell'  
**Subject:** RE: Cruise ship funding

Graeme,

Owners and operators are contributing in kind and cash for things like the new banners at the Roey, the free shuttle busses are paid for by the local business. Kimberley Clothing have donated 6 Broome themed shirts for the volunteers who provide advice and assistance to the passengers. So there is quite a bit coming from local business and I believe this will grow as momentum continues to build. We also have offers of cash sponsorship for a specific map which will include 'What's on in Broome today' information.

We are not seeking any additional funding from any other source for the Cruise Ship co-ordinator salary, the Chamber is currently funding the position and will pick up any shortfall as our contribution.

Kind regards

**Maryanne Petersen**

**Executive Officer**

**BROOME CHAMBER OF COMMERCE & INDUSTRY (Inc)**

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**From:** Graeme Campbell [<mailto:shirepresident@broome.wn.com.au>]  
**Sent:** 07 May, 2012 3:18 PM  
**To:** 'Broome Chamber of Commerce Executive Officer'  
**Subject:** RE: Cruise ship funding

Maryanne

Thank you for your email. I will discuss with the CEO to see if there is a way forward.

Your correspondence is deficient in relation to financial contributions made by the owners and operators or is there some contribution over and above the \$10000 sought by yourselves?

Regards

Graeme

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**From:** Broome Chamber of Commerce Executive Officer [<mailto:executiveofficer@broomechamber.com.au>]  
**Sent:** Monday, 7 May 2012 2:06 PM  
**To:** [shirepresident@broome.wn.com.au](mailto:shirepresident@broome.wn.com.au)  
**Cc:** 'Tony Proctor'  
**Subject:** Cruise ship funding

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Hi Graeme,

As per our conversation the Broome Chamber of Commerce & Industry Inc has created a position of Cruise ship co-ordinator. Our aims in doing this are; firstly to provide cruise ship passenger with a positive experience of Broome so they go away as ambassadors for our town, secondly to work with Cruise ship operators to maximise visits to Broome and thirdly make it financially rewarding for Broome businesses

We want the passengers to return for a longer visit and tell their family, friends & colleagues what a great place to visit and do business Broome is. We have as you know moved the drop off point from outside the toilets on Male Oval to a welcoming area at the Roey, where there is free ice water, shade and access to an air-conditioned environment. We also have tourist information and some operators present. We have a free shuttle bus to the Relationships Exhibition and the Museum. We have established a committee who are putting forward further ideas to improve the passengers experience these include options such as a welcome to country and/or smoking ceremony amongst others we would like to pursue.

Our cruise ship co-ordinator is working with the cruise ship companies to reassure them that Broome is interested in these visit and wants them to continue and further is eager for more. We have already seen at the end of last year the number of cruise ship visits to Broome decline. The coordinator being a single point of contact has gone a long way to reassuring the cruise ship companies and the ground operations organisations that we are getting it together and do want the business.

We are also providing timely information to businesses of impending visits so they can roster staff on and do whatever they need to provide a good service and generate revenue. Our efforts and support has created greater business involvement with more business staying open and for longer hours on cruise ship days. We have a free shuttle bus running from the drop off point to the Boulevard to get passengers there and back.

The danger we saw if the Chamber did not step up and take some action is other towns particularly Port Headland are very keen to have the Cruise Ships visit there. The council in conjunction with the Port put on a market, entertainment, shuttle busses street closures the whole works to welcome the passengers. In other towns such as Geraldton the council employs a cruise ship coordinator. If Broome is not offering passengers a positive experience then we risk losing these visits.

With up to 2,500 passengers per visit we cannot have these people returning to their home

destinations spreading the word that Broome is not a worthwhile place to visit. As a town we are heavily dependent on tourism a negative word of mouth campaign can do us immeasurable damage. Word of mouth recommendations are important in purchasing decisions, a word of mouth bagging is 4 times more influential in purchasing decisions for services, and this is not what we need.

Businesses need timely information and co-ordination of the service. Many have already outlaid money and support for our efforts. The new banners at the Roey welcoming passengers, the free shuttle busses, and special offers and discounts for passengers are all business contributions. The shire must show that it also supports these efforts. At the moment the full cost is being borne by the Chamber, obviously we cannot afford this for long into the future. The momentum has begun, there is a positive reaction from local business we need to keep that going and build on it. I am asking Council to assist with the wages of the Cruise Ship co-ordinator and associated costs to the value of \$10,000. Such a contribution will ensure we can build on our success.

Your support will be much appreciated and recognised in the business community.

Kind regards

**Maryanne Petersen**

**Executive Officer**

**BROOME CHAMBER OF COMMERCE & INDUSTRY (Inc)**

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