

KIMBERLEY CENTRE FOR CULTURE, ART AND STORY

THE VISION

In late 2016, a vision was created for...

An iconic multi-functional centre that is a major new attraction for Chinatown (Broome), interactively showcasing the full diversity and depth of Broome and the Kimberley region's people, natural history, art and culture for visitors and locals.

The vision was created by a Working Group, represented by:

- Nyamba Buru Yawuru (NBY)
- Kimberley Development Commission
- Shire of Broome
- LandCorp
- Tourism WA
- WA Museum

The Group also created supporting principles for this vision that relate to the experience, location, operation and final result.

THE EXPERIENCE

- Offers an experience that challenges and inspires visitors' understanding and appreciation of Broome and the Kimberley regions history, cultures and society
- Covers all aspects of Broome and the Kimberley region's art culture and natural history, Indigenous, Multicultural, European, Pearling and Pastoral and other industries
- Provides the opportunity for all members of the Kimberley community to showcase their art, culture and history
- Hosts a variety of cultural programs and events which may include history, art and culture displays, performances, presentations, travelling exhibitions and other events
- Incorporates ancillary commercial activities (for example – commercial art and culture, food and drink, conferences visitor servicing and functions)

THE LOCATION

Is situated in or adjacent to Chinatown and easily found

THE OPERATION

- Is open and attracting customers during the entire year and during the day, evening and on weekends
- Operates under a sound sustainable governance structure
- Operates on a sustainable financial basis

THE RESULT

- Encourages art and culture tourism beyond Broome to other destinations in the Kimberley
- Is viewed with pride by all sectors of Broome's and the Kimberley's community.
- Helps to strengthen and sustain Yawuru and other indigenous cultures of the Kimberley region
- Is an attraction of global and national significance that is itself a primary reason to visit and stay longer in Broome and the Kimberley



WHAT IS BEING DONE

The Working Group have accessed funding from Royalties for Regions to prepare a feasibility study to determine:

- What kind of stories and experiences could be created?
- Where in Broome could the Centre be located?
- Who should own and who should operate the Centre?
- How much might a Centre cost to create, and then operate?
- Is it feasible, and if so, who might fund it?

To address these questions, the Working Group contracted:

- Simon McArthur and Associates (SMA), a tourism consultancy experienced in cultural tourism and feasibilities; and
- Nyamba Buru Yawuru (NBY), to manage Aboriginal communication and consultation throughout the Kimberley.

SMA and NBY are working together, on behalf of the Working Group, to find the best answers to these questions. The Project is being run over five phases:

1. Inception and Project establishment
 - We review existing plans and research, organise communications and consultation for Phase 2
2. Situation analysis
 - Ask for stories and ideas for experiences, benchmark best practice, investigate potential governance models, sites and funding sources
3. Concept development
 - Activate digital ideas board for stakeholders, second round of consultation for ideas refinement, evaluate sites and choose stories and ideas for feasibility
4. Feasibility Study
 - Determine development costs, operating forecasts and risks, write up feasibility report, third round of consultation on feasibility, choose whether to proceed to Business Case
5. Business Case
 - Appoint an architect, define development costs, forecasts, governance model, write up Business Case to pursue funding

HOW TO BE INVOLVED

There are five rounds of face to face consultation planned:

Timing of consultation	Type of consultation	Purpose of consultation
May - July 2017	First round consultation with Indigenous groups across the Kimberley	<ul style="list-style-type: none">• What kind of place is it?• How can it tell your story?• What activities are you already doing that could benefit from this centre?• How can the centre best represent you?
May - July 2017	Meetings with tourism & business stakeholders, workshop in Broome	<ul style="list-style-type: none">• Explain the Project (what it is trying to do, how to stay informed and how to be involved)• Ask for ideas on what stories from the region should be shared• Ask for ideas on how the stories should be shared, as experiences
September 2017	Second round consultation with Indigenous groups in the Kimberley	<ul style="list-style-type: none">• Explain the emerging concepts and seek feedback
October 2017	Meeting with cultural tourism stakeholders across the Kimberley	<ul style="list-style-type: none">• Explain the Project (what it is trying to do, how to stay informed and how to be involved)• Ask for ideas on what stories from the region should be shared• Ask for ideas on how the stories should be shared, as experiences
October / November 2017	Digital ideas board, Stakeholder Workshops in Broome	<ul style="list-style-type: none">• Propose ideas for experiences and stories and add suggestions to other people's ideas• Share emerging concepts for the centre
Feb 2018	Stakeholder workshops in Broome and meetings across the Kimberley	<ul style="list-style-type: none">• Present and discuss the proposed stories and experiences• Present and discuss the chosen site• Present and discuss the proposed governance model

FIND OUT MORE:

For general enquiries or information relating to the Broome Chinatown Revitalisation please visit the project website

WEBSITE: www.chinatownbroome.com.au
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