

THE KIMBERLEY CENTRE

A place for telling the multi-cultural stories of the Kimberley

FIELD WORK

Welcome to the sixth Project Update for the Kimberley Centre.

Our vision is for...

A place to inspire our visitors to explore the Kimberley, immerse themselves in its diverse culture and history, and for Kimberley people to share their story and creativity.

For the Kimberley Centre to be feasible, it will need to understand the needs of stakeholders from across the Kimberley. This update takes a look at what our team has just learnt from visiting cultural experiences and operators from across the Kimberley.

Previous Updates:

1. The Project
2. Visitors to Broome and the Kimberley
3. Visitor interest in cultural tourism
4. Investigating other cultural tourism centres
5. Feedback from Phase One Indigenous Engagement

See <https://kccas.smcarthur.com>

WHAT COULD ALL THIS MEAN FOR THE KIMBERLEY CENTRE?

Even if you don't read the rest of the Update, read this bit – the key takeaway messages:

1. Cultural tourism operators across the Kimberley that we spoke to, would like to see the Kimberley Centre project be not just an inspiring cultural tourism attraction, but play a key role in marketing and growing cultural tourism across the Kimberley
2. The emerging key experiences for the Kimberley Centre could include:
 - Welcome to country
 - Exhibits of artefacts and artworks, and perhaps a space for temporary exhibitions
 - A technological visually dramatic presentation
 - A storytelling space
 - Artists in residence
 - Workshops to 'make your own art, music or dance'
 - Viewing area of the natural landscape outside
 - Café for locals as well as visitors, perhaps with a children's play area
 - Restaurant linked to a performance space for night time experiences
3. Some of the cultural themes for the Centre to interpret that have been proposed have included: Aboriginal; Explorers; Pioneers; Pearlers; Miners; Farmers; and Multi-culturalism. Some of the Aboriginal themes being proposed have included Pre-contact, Early contact and conflict, Reconciliation, and Respect.

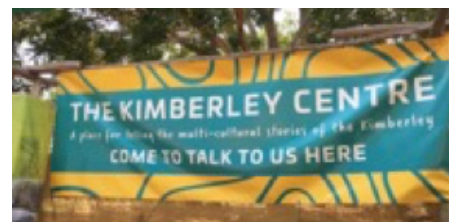


FURTHER CONSULTATION WITH ABORIGINAL SECTOR

Nyamba Buru Yawuru (NBY) identified that an ideal moment to further consult with the region's Aboriginal leaders was attending the JALALAY Festival. The JALALAY Festival is a biennial event that is held over a 3-day period, this year in September at Lombadina. The Festival incorporates the AGMS's of four peak representative bodies for Aboriginal groups across the Kimberley and attracts 1,500 – 2,000 people.

Representatives from NBY and SMA developed an Engagement Prospectus that featured the emerging concepts for a Kimberley Centre.

NBY representatives took the Prospectus to the Festival to discuss the emerging concepts with peak representative organisations attending. NBY representatives reported that consultation at the Festival further embedded the project as an agenda item for development as a regional opportunity. At the conclusion of the festival NBY representatives were satisfied that the project had been adequately 'socialised' as 'live' to the broader Aboriginal community.



The Kimberley Centre stall at the 2017 JALALAY Festival



Attendees at the JALALAY Festival 2017

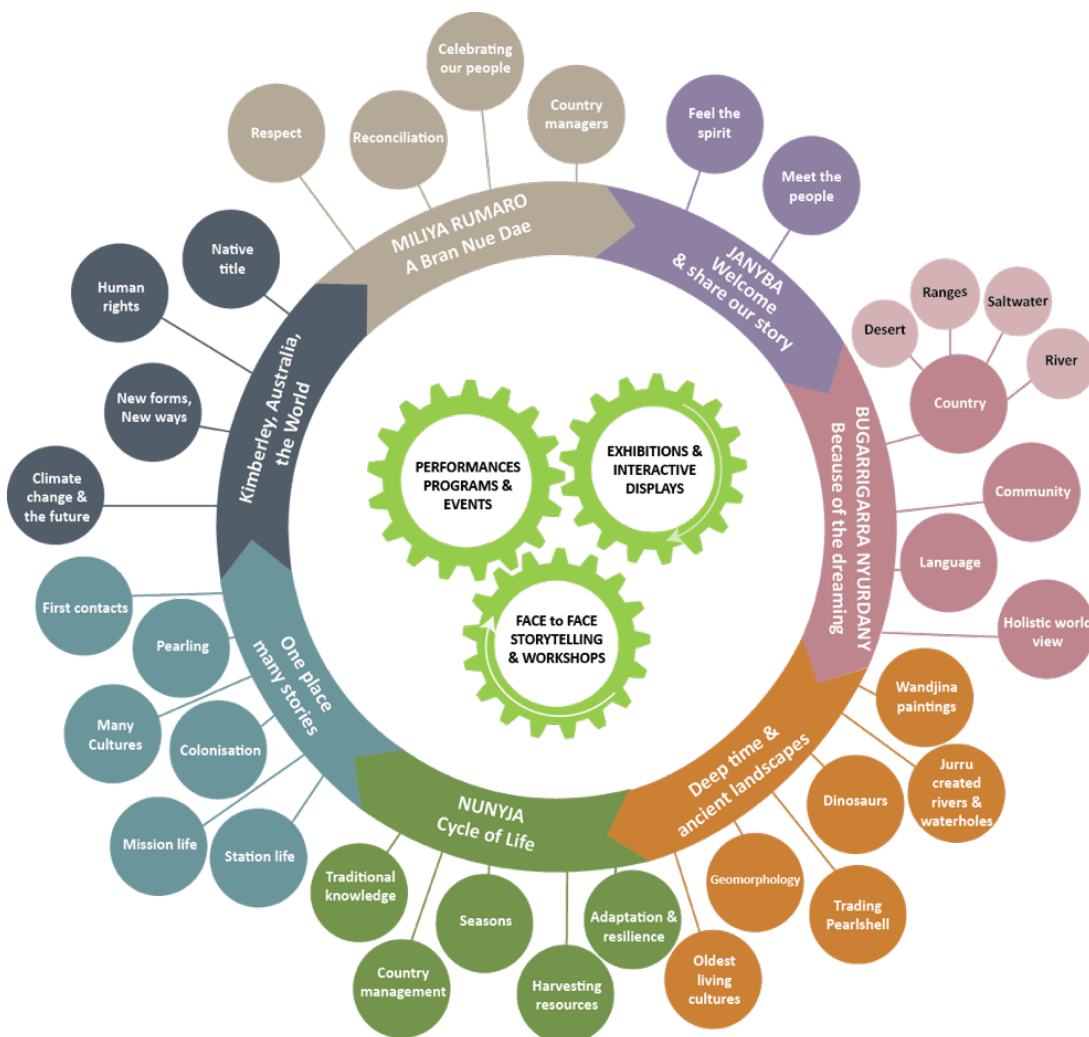


Consulting with Wossi Davies and Irene at One Arm Point (with permission)

EMERGING INTERPRETATION THEMES FOR THE KIMBERLEY CENTRE

From research and consultation to date, we have started building a set of cultural themes that could become the frame of reference for interpretation content at a Kimberley Centre. There is also the opportunity for cultural tour operators to align their themes with the Centre. A Kimberley Centre could introduce the themes and 'warm up' visitor's awareness. Then operators across the Kimberley could take visitors into a deeper immersion of the same themes, knowing visitors were already familiar with them.

The themes are focused on an Aboriginal perspective of the Kimberley, celebrating its multiculturalism through traditional cultural practices, stories, language, natural history, pearling, mining, pastoralism and early European settlement. It will address issues of racial conflict, land tenure, self-determination, land conservation, The Dreaming and the rich cultural diversity that is unique to the Kimberley. The themes would be confronting and invite visitors to reconsider their perspectives on the Kimberley and its culture.



EXPERIENCE OF ABORIGINAL TOURISM PRODUCT ACROSS THE KIMBERLEY

A major role of a Kimberley Centre is to inspire visitors to further explore the cultural experiences of the Kimberley. This should increase visitor awareness and appreciation of the diversity and depth of the culture of the Kimberley. It should also transfer more economic benefits to people in country, through visitor spending that leads to cultural tourism generating employment.

SMA has just spent over a week travelling across the Kimberley, assessing Aboriginal tourism experiences and talking with operators to understand the potential of the existing products to handle increased demand and perhaps increased expectations. The review of the Aboriginal tourism was conducted during October and November and investigated:

1. Existing visitor experience
2. Capacity building that might be needed
3. Current sales and marketing
4. Growth potential



We experienced tours, art centres, museums, heritage centres and nearby supporting accommodation properties and food outlets. Some of the products and their destinations we experienced included:

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|---|---|
| 1. Broome Heritage Centre | 16. Fitzroy River Crossing – Accommodation, bar and restaurant |
| 2. Chile Creek | 17. Darnku Heritage Cruise |
| 3. Lombadina Aboriginal Community | 18. Bungoolee Tours Windjana Gorge and Tunnel creek cultural tour |
| 4. Koolajmon – Cape Leveque | 19. Karrayili training organisation |
| 5. One Arm Point – Aboriginal Community | 20. Mangkaja Art Centre Fitzroy Crossing |
| 6. One Arm Point – Hatchery | 21. Marnin Studio – Fitzroy Crossing |
| 7. Cygnet Bay Pearl Farm – Consultation with owner | 22. Mowanjum Art & Cultural Centre - Derby |
| 8. Cygnet Bay Pearl Farm - accommodation and restaurant | 23. Derby Town Tour |
| 9. Derby VIC | 24. Derby Wharf |
| 10. Derby Lodge – Accommodation & Restaurant | 25. Derby Norvil Art Centre |
| 11. Laarri Gallery & Community school | 26. Sunrise car hire |
| 12. Warmun Art Centre | 27. Halls Creek Hotel |
| 13. Warmun Road house | 28. Crossing Inn – Accommodation and restaurant |
| 14. Yarlilyil Art Centre | |
| 15. Broome hire centre | |



*Marnin Studio – Fitzroy Crossing
(with permission)*



Warmun Community street signage



*Welcome to country
by Dillon Andrews of
Bungoolee Tours (with
permission)*

Here are some of our findings from our experience:

- A more discerning visitor is already frequenting the region and beginning to increase the demand for thought provoking cultural interpretation
- Not all operators are ready to handle the expectations of increasingly discerning travelers, let alone handle growth that a successful Kimberley Centre might create
- Most operators currently offer a strong cultural product, with interpretation drawing on some distinctive history and authentic stories
- Nonetheless, there are many small improvements that could be made to set the Kimberley version of cultural tourism apart from experiences in other parts of Australia, and further meet visitor expectations
- Operators would like specialised assistance to develop further refine the Aboriginal tour guides stories and assist them deliver interpretation that is more interactive with the customer
- The draft interpretation themes for a Kimberley Centre represent the region well and operators we spoke with were comfortable to use them
- Cultural tourism operators would welcome the various development programs offering to build skills and capacity to be offered in a more integrated way, so the operators could concentrate on meeting the needs of their visitors
- The region most ready to handle growth in cultural tourism visitation appeared to be the Dampier Peninsula, because it's cultural tours were supported by matching accommodation and food and beverage services, the products are more mature
- Customers, and many operators, would benefit from a centralised website for all of the region's Aboriginal tourism that is linked to a shared booking system.

Overall, the cultural tourism operators that we spoke to as part of the review, would like to see the Kimberley Centre project be not just an inspiring cultural tourism attraction, but play a key role in marketing and growing cultural tourism across the Kimberley.

THE EMERGING KEY EXPERIENCES FOR THE KIMBERLEY CENTRE

- Welcome to country
- Exhibits of artefacts and artworks, and perhaps a space for temporary exhibitions
- A technological visually dramatic introductory presentation
- A storytelling space similar to a campfire chat, supported with projections as needed
- Artists in residence, prepared to chat with visitors
- Workshops to 'make your own art, music or dance'
- Viewing area of the natural landscape outside
- Café for locals as well as visitors, perhaps with a children's play area
- Restaurant linked to a performance space for night time experiences



NEXT STEPS

We have just finished conducting visitor research with visitors at the Broome Visitor Information Centre and the Broome Airport. We will next conduct a high level feasibility of development costs, operational viability and risks to moving forward.

NEXT UPDATE

In Update 7, we will report on the results of the market testing.

PROJECT CONTACTS:

How to be involved:

See all Project Updates at: <https://kccas.smcARTHUR.com>

Project contacts:

For further information relating to the Kimberley Centre for Culture, Art and Story please contact:

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

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FIND OUT MORE:

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

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