

Broome Makers Competition

1. OBJECTIVE

The Broome Makers Competition aims to develop the next wave of local entrepreneurs. It encourages the Kimberley region's brightest business minds to share their innovative idea/s to grow a new area of economic opportunity and/or solve an identified challenge.

Business ideas may cover any of the following focus areas:

- Food production
- Tourism
- Oil and gas / mining
- Local business
- Education and training
- Health and wellbeing
- Arts and culture
- Youth
- Indigenous
- Environment

The Broome Makers Competition is being administered by the Broome Growth Plan Partnership's Stakeholder Engagement and Communications Consultants on behalf of the Partnership. See Appendix A for more information on the Broome Growth Plan.

2. ENTRY CATEGORIES

- Senior School students (i.e. 12 to 17 year old).
- 18 years old and above.

3. WHO CAN APPLY?

Eligible applicants may be an individual or team who are Australian residents and meet the age requirement of the different entry categories.

The school of a participating student or student team must be able to accept external grant money.

In addition participating students may be required to comply with their school's standard policies and procedures (to be determined by the school).

All entrants 18 years old and above (whether solo or as part of a team) must be able to prove their age and Australian resident status through the supply of appropriate identification documents (e.g. passport, drivers license etc).

More than one entry can be submitted by a team or individual.

4. JUDGING CRITERIA

- Demonstrates alignment with one or more of the business focus areas outlined in Section 1.
- Products or services that will have a sustainable competitive advantage.
- Potential for profitability and market growth for your idea.
- An individual or team who has the potential to succeed.
- Promotes the development of partnerships.

5. PRIZES

Winners of each entry category will earn themselves the following:

- Winner 18 years old and above - \$2,000 seed funding / enterprise skills mentoring to the value of \$4,500
- Runner-up 18 years old and above - \$1,000 seed funding / enterprise skills mentoring to the value of \$3,000
- Senior School (i.e. 12 to 17 years old) - \$1,000 prize money for school / enterprise skills mentoring to the value of \$3,000
- People's Choice Award - \$500

Winners will also be required to complete an acquittal form upon receipt of prize.



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6. APPLICATION FORM

Please provide answers to all the questions below. If you fail to answer any of the questions your application submission may not be valid.

i. Applicant Details

	Lead Applicant	Team Member 2 (if applicable)	Team Member 3 (if applicable)	Team Member 4 (if applicable)
Name				
Contact Number				
Contact Email				
Residential Address				
For School Students Only:				
Name Of Teacher				
Year Level				
School				
School Contact Number				

ii. The Pitch

Write a pitch that describes your idea and the following points:

- The product or service description (and the opportunity it offers or problem it solves)
- Who will buy it – i.e. the market for your product
- How will you market it – i.e. your marketing strategy

iii. The Market

How big is the market for your product or service? Who is your target customer?
How will you sell your product or service to them?

iv. The Product or Service

Describe your new product or service – how is it unique or different?

v. Competitors

What competition exists for your new product or service? What gives your product or service an advantage?

vi. Unique Selling Point

Describe how your product or service is unique.

Entrants are welcome to offer any additional information about their idea – be as creative as you like and feel free to use other communication mediums such as video and audio.

Please email your submission to Kim Wiltshire at kim@creatingcommunities.com.au by no later than **Wednesday 15 June, 2016**



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7. KEY DATES FOR THE COMPETITION:

ITEM	DATE
Launch of competition	Monday 9 May
Entry submission period	Monday 9 May – Wednesday 15 June
Shortlist entries	Thursday 16 June – Friday 17 June
Judging panel	Monday 20 June – Wednesday 22 June
Winners notified	Friday 24 June
Winners ceremony (to be held as part of Broome Makers Muster Cluster)	Wednesday 29 June

8. COMPETITION SUPPORT SESSIONS

DATE	TIME	VENUE
Friday 20 May	5pm – 7pm	Sammy Room, Civic Centre, 27 Weld Street
Saturday 21 May	9am – 11am	Screen Room, University of Notre Dame, 88 Guy Street
Friday 27 May	5pm – 7pm	Sammy Room, Civic Centre, 27 Weld Street
Saturday 28 May	9am – 11am	Screen Room, University of Notre Dame, 88 Guy Street
Saturday 4 June	9am – 11am	Screen Room, University of Notre Dame, 88 Guy Street
Saturday 11 June	9am – 11am	Sammy Room, Civic Centre, 27 Weld Street

9. WHO CAN I CONTACT FOR MORE INFORMATION

You may seek guidance on your entry from the Broome Makers Competition support team before and throughout the application process. Email Kim at kim@creatingcommunities.com.au or call her on 9284 0910.



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The Broome Growth Plan

The Broome Growth Plan is part of the State Government's Regional Centres Development Plan (RCDP). The RCDP aims to bring sustainable, long-term growth to regional centres by stimulating business and innovation in key WA regional towns, including Broome. These towns have a crucial role as hubs for business, community and essential services, and their growth will bring ongoing benefits and opportunities to the surrounding regional areas.

The RCDP also represents a significant shift in focus. Moving beyond simple land-use planning, it aligns government policy and services, builds economic capacity, facilitates trade, and supports employment, population growth, social services and amenity.

The RCDP is led by the Regional Development Council and made possible through Royalties for Regions funding.

Phase 1

Phase 1 of the RCDP has now been completed. This Phase involved in-depth investigation into the local context for each regional centre.

Phase 2

The Plan is now in Phase 2. The Broome Growth Plan Partnership has been established to guide and implement the key initiatives of this Phase in Broome. This Phase seeks to engage with local businesses and community champions to drive local leadership. This is crucial to the success of the RCDP: it is the community who will guide the direction of the Broome Growth Plan and consequently be responsible for shaping the future of Broome.

Building the future of Broome

Broome is the economic and cultural heart of the Kimberley. The initial phase of the RCDP has looked at Broome's context in relation to its history, people and major industries, alongside the role it plays as a regional centre. The Broome Growth Plan is looking to tap Broome's potential to build a future of growth, resilience and prosperity for the region.

The groundwork

Significant work has already been done in identifying the opportunities and challenges of the region. Initiatives that are currently either underway or completed include:

- Kimberley Regional Blueprint
- State Planning Strategy
- Kimberley Regional Planning and Infrastructure Framework
- Local Planning Strategy and Scheme
- Community Planning (Sport and Recreation Plan, Youth Strategy, Economic Development Strategy)
- Shire Investment in Economic Development (Business Breakfasts, Broome Prospectus)
- Broome's International Brand Recognition, developed by a local Tourism Leadership Group
- Broome Economic Profile, completed 2014

There have been a number of Business Cases prepared for major projects, including:

- China Town Revitalisation
- Broome Road Industrial Precinct
- Town Beach Revetment
- Broome Aboriginal Short Stay

The character of the region's economy has also been explored, and is sharply focussed around:

- A large service sector.
- Huge potential in primary industries, particularly in mining and agriculture.
- Construction and the three government sectors.



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The Broome Growth Plan

Moving forward

The Broome Growth Plan has a strong emphasis on the things which make Broome unique. The town's leadership, multicultural mix, geographic position, natural beauty, Indigenous communities, historic businesses and passionate residents will be indispensable assets to the development of the Plan. There is currently significant potential to bring these independent elements together, with a common direction and unified vision. It is this vision that the Broome Growth Plan seeks to develop.

Eight major economic 'Clusters' – areas of activity centred around a specific pursuit or industry – have been identified as key drivers of growth:

- **Food Bowl** - Aquaculture, Agriculture and Rangelands are just the beginning of an industry that brings vital wealth to the region.
- **Tourism** - Sharing the magic of the magnificent Kimberley with visitors from near and far.
- **Minerals & Energy** - The powerhouses of the WA economy have helped shape the Broome community, and they offer incredible potential for its future development.
- **Broome Business** - The building blocks of our township and the heart of our community.
- **Education & Training** - There is no greater investment than education, and no greater necessity for the growth of our community.
- **Health & Wellbeing** - The power of a special place to nourish the body and soul, and the people who make it happen.
- **Youth** - The future of Broome will ultimately be handed to the next generation, and they're ready to start shaping it.
- **Arts and Culture** - The creative minds who explore the beauty of Broome in story, song and sculpture.

While providing only a broad impression of Broome's complex economic landscape, these Clusters offer valuable reference points for strategy and engagement. The people working in the industries represented in these Clusters are already 'champions' for the opportunities and challenges of their respective industries, and the Plan aims to bring them together for mutual benefit.

Project Governance

The Broome Growth Plan Partnership (GPP) comprises the Shire of Broome, Kimberley Development Commission, LandCorp, the Department of Planning and the Department of Regional Development. The GPP is responsible for decision making around the Broome Growth Plan and its objectives. It will establish a reference group of industry and community stakeholders within Broome's economic area, ensuring their views are incorporated into the development of the project.

Stakeholder Engagement and Communications Process

The success of the Broome Growth Plan depends on its uptake by a number of stakeholders, not least of which are residents, local businesses and community leaders; these are the people who will carry Broome's growth forward after the Broome Growth Plan has been developed. Broome Makers is the engagement initiative for the Broome Growth Project. The Broome Makers initiative is running across May to June and includes:

- Broome Growth Plan Meetings
- Broome Makers Cluster Muster
- Broome Makers Competition
- Meet the Makers and Shakers
- Stories: Makers and Shakers
- Online survey / polls
- The Broome Makers Blog



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