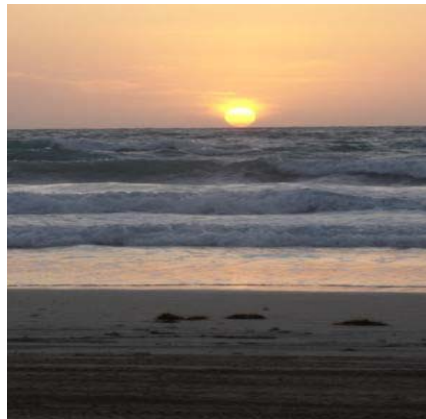


Case Study: Broome, WA

www.broome.wa.au

Type of Location: Often called the gateway to the Kimberley, Broome is a cosmopolitan town situated in Western Australia's far north, representing a wide range of cultural groups. Broome is famous for its Cable Beach, with 22 kilometers of white sand located between the ochre desert and clear blue sea.



Broome is well known for Gantheaume Point where dinosaur footprints believed to be 130 million years old can be seen. Another attraction of the area is the "Staircase to the Moon". Between March and October preceding a full moon, reflections stretch out across the ocean creating a beautiful illusion of a long silver staircase.

Population: 14,436 (2006 Census of Population and Housing. Source: Australian Bureau of Statistics). During the peak tourist season, (June to August) Broome's population swells to over 45,000 per month with visitors travelling to Broome to enjoy the fine warm days of the dry season.

Major Industries: The town grew out of the discovery of the world's largest pearl shell, attracting hundreds of people. Now the major industries represented in Broome include tourism, pearling, fishing, aquaculture, pastoral and horticulture. Other important economic industries in the region are mining and exploration of the Kimberley, and agriculture.

Applicant Organisation: Broome Telecentre

Synopsis: After hearing about the Community Geographic Domain initiative through the Telecentre Network communications, the Broome Telecentre decided to take on the project of applying for a CGDN as they were in an ideal position to undertake the project being a not for profit, incorporated community organisation. A CGDN was a new and exciting channel to communicate with members of the community.

The Broome community website was launched on the 28th November 2007. www.broome.wa.au contains a detailed event section, business directory, local history and up-to-date news section.

What they Say: Pam Farrell, manager of Broome Telecentre comments that the Community Geographic Domain Name initiative was seen as a way to “put us on the map as part of a national domain system. Even though it might take a few years it will eventually be a commonly used domain name system.”

According to Broome Telecentre the most frequently visited areas of the site include the 'what's on' section & Events section. People also enjoy the town directory.

The Broome Telecentre are hoping to get more funding from the Shire Council under the Shire Community Sponsorship Program in efforts to undertake activities that will create more awareness about the Broome community website and encourage more businesses to advertise on their website.

Advice for other communities: Pam Farrell, manager of Broome Telecentre comments: “It’s a long process and you need the support of community organisations for it to work...Lately we have been trying to get some funding from the local council to assist with the project. In the long term it has to be self-sustaining (through advertising probably) - and that could take several years, so you have to commit for at least that amount of time”.