

Australia's North West



Latest News

February 2008

Welcome

Dear Members,

The next few months is the busiest as far as marketing activity for the region goes and there are a number of events and activities coming up that seek your involvement.

All indications are for another busy tourist season and Qantas has recently announced additional direct air capacity to Broome from Sydney and Melbourne.

I look forward to seeing you at one of the upcoming events, particularly the ANW Tourism Awards on 1st May.

Cheers,
Glen Chidlow-CEO

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Highlights

ANW Tourism Awards

They're on again! ANW Tourism Awards will be held at Sun Pictures on Thursday 1st May. The Awards are a great way to gain recognition and to market your business - as well as being recognised on GWN, category winners will get a logo to use to promote their award-winning business! So, get your registration forms in and get cracking on your submissions. [Download the criteria and registration form.](#)

East Coast Campaign

ANW & Tourism WA's massive print campaign for the Kimberley has kicked off in Sydney & Melbourne and is set to continue until the end March. This is the largest financial commitment ever made to market to the lucrative East Coast consumers. Dont miss out - opportunities are still available for members to ensure their product is included. Contact danelle@australiansnorthwest.com

Mega famil

In April, 40 hand-picked Melbourne and Sydney agents are heading our way to experience the wonders of the Kimberley. Breaking into smaller groups, the agents will participate in a variety of itineraries to ensure they get to experience a wide range of fantastic tourism products. In addition, you can have the opportunity to speak face to face with the agents at a workshop and dinner at the Cable Beach Club on Saturday 12th April. Registrations now open - places are limited so hop to it! Contact robyn@australiansnorthwest.com.

It's out! 2008 Holiday Planner

If you haven't received your copy of the ANW Holiday Planner just email info@australiansnorthwest.com and we will happily send you one. We are in the process of delivering them across the country and world wide!

G'Day USA

Our region has received great exposure in the US as part of G'Day USA, particularly through a black-tie event for over 1200 people held in New York. A dynamic video was shown on giant screens around the room and was followed by an auction - guests bidding on a prize which included airfares with Qantas, accommodation at the Cable Beach Club Resort, a cruise onboard True North and finishing at the Voyages El Questro Homestead. Monies raised were donated to the RFDS. Actor, Jack Thompson spoke passionately about the forthcoming movie "Australia" whilst images of the Kimberley provided a backdrop. Qantas report sales from the USA have jumped 30% as a result of G'Day USA, and Australia's North West expect a rise in visitation with the release of the movie "Australia" later in the year.

"We love Australia's North West" on Facebook

If you love living and working in the Northwest - then join the "We love Australia's North West" group on Facebook! You can upload your upcoming events, photos, videos and get on the discussion board & much more. This is a FREE and effective way to promote your stuff to people from all over the globe! It's easy - go to www.facebook.com and type in "We love Australia's North West!"

ANW is proudly supported by the Shire of Broome, Shire of Derby-West Kimberley, Shire of Halls Creek, Shire of Wyndham-East Kimberley, Shire of Roebourne, Shire of Ashburton, Town of Port Hedland, Port Hedland Port Authority, BHP Billiton, Woodside Group, Rio Tinto, Skywest Airlines and The West Australian.

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