

Australia's North West



Latest News

July 2008

Welcome

Well we are now well in to the season and the region is currently experiencing good visitor numbers. The current economic climate has caused a general downturn in tourism numbers across the country and it is imperative that we continue to work to make the North West a destination of choice for the travelling consumer. Considering this, marketing activity will commence earlier in the financial year than previous and we have already conducted a series of adverts in the West Australian during July.

Cheers,
Glen Chidlow-CEO

Highlights

[Australian Tourism Exchange](#)

[Membership Prospectus](#)

[NEW Look for \[www.australiasnorthwest.com\]\(http://www.australiasnorthwest.com\)](#)

[Trade & Consumer Events](#)

[Congrats!](#)

[Member Profile](#) We showcase a different new member each edition...

Australian Tourism Exchange

The highly successful ATE was hosted in Perth during June, attracting over 700 buyers from across the globe. The North West received a great deal of exposure through publicity surrounding the movie %Australia+. There will be much more of this to come in the following months and it offers an exciting opportunity for the region, with a chance to reach established and new markets. Many buyers also received a beautiful Linney pearl bracelet as a gift from the state . all fantastic exposure. Over 55 agents then had the opportunity to explore our region for

themselves on hosted famils . covering Karijini to Purnululu National Parks and much in between.

Membership Prospectus

The ANW membership prospectus for **2008/9 is out now** . look out for yours in the mail. If have any queries about your membership level or would like to discuss the best option for your business - please call us on 9193 6660 we are here to make sure you get value for your membership investment.

New look for www.australiasnorthwest.com

The NW website is currently getting a major overhaul, the new site will go live on 8th August. The new site will be much more interactive, provide better search facilities and your product / service page will be clear and the enquire now / book now facilities have been upgraded.

We will be sending forms for you to update your information soon . PLEASE take the time to complete these . its no good having a listing on the site without up to date, correct information and snappy images to encourage consumers. For this reason, *your information will not go LIVE until it is up to date.*

Congratulations!

Well done to new ANW mums Nerreda Hillier and Julianne Bush on the safe arrivals of their two beautiful baby girls, Asha Hillier Thomas and Havanah Jean Bush.

Member Profile – Home Valley Station

A 700,000 acre outback oasis set at the base of the majestic Cockburn Ranges along the Gibb River Road. Here you can fish, go horseback riding and enjoy live entertainment at the Dusty Bar & Grill. Accommodation ranges from the luxury Grass Castles, Homestead Guesthouse, safari style eco tents or just camp near the Pentecoste River. www.homevalley.com.au

Message from MGIB - Journey Insurance

Are you aware your workers compensation policy will not cover your employees travelling to and from work? This is a Personal Accident type of cover that will pay Capital or Weekly Benefits in the event of an accidental injury or death of an Employee during their journey to and from work. MGIB have two clients who have claimed on this type of insurance following the accidental death of an employee on their way home from work. Contact Annabelle Carpenter on 9192 5277 or email annabelle.carpenter@mgib.com.au.

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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