

# Australia's North West

Latest News

May 2008

Greetings All,

Over the past months, ANW has been undertaking a great deal of marketing activity in an effort to help stimulate the prelude to the season. It is hoped this activity will help keep the region as a preferred holiday destination within what is currently a very competitive market.

It was great to catch up with many of you at the recent ANW Tourism Awards night. A number of people attended from outside the region, including the Minister for Tourism, The Honourable Sheila McHale. The North West is seen as a benchmark for tourism across the state and this is great credit to the many fantastic operators we have in the region.

Cheers,  
Glen Chidlow-CEO

## Highlights

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## Highlights

### East Coast Campaigns

In the largest campaign ever conducted for the region, NSW & Vic newspapers and magazines were flooded with Kimberley images, editorial and great product offers from late January until late March. Working with Tourism WA and our industry partners (you!), approximately \$1 million was spent encouraging visitors to come on over here and experience our great neighbourhood. Plans are already underway for a similar impact campaign timed around early 2009, so please make provision for your

involvement.

### **Mega Famil Success**

In April, 40 NSW & Vic travel agents experienced the wonders of this great region on a five day famil. They broke into small groups and went far and wide exploring the Bungle Bungles and El Questro, up to the Dampier Peninsula, over the Buccaneer Archipelago, out to Fitzroy Crossing and in and around Broome. The trip wound up with an Expo and Kimberley BBQ in Broome where the agents had a chance to show off their particular experiences on the big screen. They had a BALL and we are already seeing new bookings coming through. Thanks to all who participated and due to the success of this event, it is now planned to look at the concept again for next year.

### **Congratulations to our Tourism Award Winners!**

2008 ANW Award winners were announced during a great night on 1st May at Sun Pictures. And the winners are.....

- Australia Post Wholesale / Retail Award  
*Broome & The Kimberley Holidays*
- McNaughton Gardiner Insurance Brokers Best Attraction Award  
*Willie Creek Pearl Farm*
- Tourism Council WA Trust the Tick General Tourism Business Award  
*Slingair Heliwork WA*
- Perth Convention Bureau Business Tourism Development Award  
*Cable Beach Club Resort*
- Department of Fisheries Marine Tourism Award  
*Broome's Pearling Lugger Experience*
- Department of Environment and Conservation Land Tourism Award  
*Willie Creek Pearl Farm*
- Kimberley Development Commission Best Accommodation Award  
*Cable Beach Club Resort*
- Pilbara Development Commission New Product Development Award  
*Karjini Eco Retreat*
- Australia's North West Expo Innovation Award  
*Broome Sightseeing Tours*
- Skai International Individual Award for Excellence  
*Bob Stump (Lestok Tours)*

*Thanks to all operators who put in a wide range of excellent submissions.*

### **Trade & Consumer Events**

The team have been out and about over the last couple of months busily promoting the region in NZ at Oz Talk, in Europe at ITB, in Melbourne at AIME and in Perth at the East Kimberley Movie Night - and of course across Australia at the many Caravan and Camping shows along with the regional Visitor Centres...phew... glad to be home!

### **Goodbye and Hello**

Sadly, our lovely Pilbara Marketing Manager Julianne Bush leaves us after 3 years of great work building the profile of tourism in the Pilbara. Jules is off to concentrate on looking after her growing brood. Jules' successor is Liz Mortimer who has recently returned to the Pilbara will be based in our Karratha office part time from late May - a warm welcome to Liz!

### **Member Profile - Purely Unreal Dreamtime Adventures Tours**

Full day tours head out to Nykina land along the Fitzroy River. Mid morning enjoy a camel safari through the Grant Ranges as your guides explain traditional tracking skills, bush tucker & bush medicine. After lunch head onto the remote Jarlmadangah Community and check out their cultural centre before visiting an old living site up in the ranges -this amazing old site has rock art paintings and grinding holes. Share the elders Dreamtime stories as you munch on freshly baked damper washed down with proper Billy tea.

### **MGIB Insurance Brokers**

#### **ARE YOU TAKING THE RISK The Impact of Under-Insurance**

If a cyclone was imminent and threatening your business what would your first thoughts be:

My business was my superannuation and future!

How will I pay my mortgage and living costs?

My business debts and on going costs, how will I pay?

Now, in Australia 84% of small to medium enterprises are probably underinsured so the above business owner is in a scary situation. But, hopefully they are one of the 16% that have insured for the correct value.

#### ***The reasons why people are underinsured***

Most people believe a major loss will not happen to them. Therefore they worry about the premium cost and forget that the right cover is most important. Remember you cannot have the Rolls Royce cover and an insurer who is going to pay your claim (you don't want an Insurer like HIH that has gone broke) unless you pay a reasonable premium.

#### ***Review your insurances annually***

Building costs are continually on the rise and last year they rose by a minimum of 20% plus. Machinery and plant has increased substantially and the need to import from overseas for any repairs or replacement is growing. Eg. Stainless steel increases are 50% over last year.

Removal of Debris costs after a fire can be substantial depending on your location.

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**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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