

# Australia's North West

Latest News

November 2008

Dear Members,

October is traditionally a busy month with annual general meetings for a number of associations in the region. We had a great turn-up at ANW's recent AGM at the Mangrove Hotel in Broome and thanks to all those members who came along as well as joining in afterwards at the cocktail function at Matso's. If you would like to receive a copy of the Annual Report, please contact us at [info@australiasnorthwest.com](mailto:info@australiasnorthwest.com).

The coming month sees a great deal of marketing activity in support of the region, predominantly focussed around the movie Australia. As much as this is outside the normal period of campaign activity, this opportunity presents an excellent platform to showcase the region to a wide audience. Details appear below about some of the marketing activity and there are a number of opportunities for members.

### **ANW Holiday Planner 2009**

The **2009 advertising prospectus is OUT NOW** and all current members will receive a copy by mail over the coming week. Don't miss out on your opportunity to advertise in the number one sales tool for the Kimberley & Pilbara regions. If you do not receive your advertising prospectus please contact [info@australiasnorthwest.com](mailto:info@australiasnorthwest.com).

### **Tourism Australia Campaign**

During October, Tourism Australia launched its new marketing campaign, featuring two commercial shot in the Kimberley region and written by Baz Luhrmann. This \$40 million campaign will see Kimberley imagery screened in 22 international markets and offers a fantastic opportunity to showcase the Kimberley to a wider audience. Further information on this campaign can be found at

<http://www.tourism.australia.com/Marketing.asp?sub=0413>

### **Australia's North West Campaign**

A great deal of marketing activity will be visible in the intrastate market over the coming months. ANW have booked billboard sites in Perth from late November, coinciding with the release of the movie Australia. Press and television advertising will also be visible

during this period, as well as a special liftout in The West Australian on 22<sup>nd</sup> November. Cinema advertising was also commenced in select Perth cinemas at the start of November and will be running until the end of January. Tourism Western Australia has also produced a prospectus detailing activity for their interstate campaign. Some limited offers are still available for members and please contact [info@australiasnorthwest.com](mailto:info@australiasnorthwest.com) to receive a copy of the prospectus.

### **WA Tourism Awards**

Once again the region has been well represented with a number of finalists appearing in the majority of categories on offer at the WA Tourism Awards. Good luck to those who have been recognised and the winners will be announced at a gala dinner at the Burswood Showroom on 29<sup>th</sup> November.

### **Board Elections**

The Annual General Meeting of ANW was held recently in Broome, during which new committee members were announced. For the Pilbara ward, Rick MacGregor from Point Samson Resort and Brad Beaumont from Dampier Sailing Adventures were re-elected unopposed. In the Kimberley ward the successful candidates were Mike Dunnett of Roebuck Bay Caravan Park and Jon Woodworth of Pinctada Hotels and Resorts. There was strong interest shown from members in nominating for board positions, and ANW Chairman, Ian Laurance, thanked all candidates for their interest in becoming involved in the organisation.

### **Life Membership Awarded**

The AGM was also an occasion to recognise outstanding individual effort. Life Membership of Australia's North West Tourism was made to Mike Dunnett for his contribution to the organisation, and to the former Kimberley Tourism Association, over a number of years. Mike is only the fifth person to be awarded life member status of ANW and his efforts have added greatly to making ANW a strong and successful organisation.

### **Lifetime Achievement**

A further award was presented to Stephen Scourfield, Travel Editor of The West Australian, for his excellent promotion of Australia's North West as a prominent tourism destination within the state. Stephen has not only produced a number of stories in the press that have promoted the region, but even set his recently released first novel in the Kimberley.

### **Member Profile**

Based in Derby, nationally accredited **Bush Flight / Reef Flight** operates Scenic and Seaplane Tours within the Buccaneer Archipelago and further into remote Kimberley areas. Scenic flights and charters operate all year round. Check them out at [www.caneflight.com](http://www.caneflight.com)

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, Port Hedland Port Authority and The West Australian.

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