

Australia's North West

Latest News

October 2008

Welcome

As I write, the world economy is going through some difficult times. The impact of this will no doubt be felt in the tourism industry and it remains more important than ever to ensure that the region continues to be promoted as a desirable destination.

Having said that, the North West has some exciting opportunities in the months ahead and I encourage members to become involved in campaign opportunities wherever possible.

The big news, of course, is that Nicole Kidman credits her pregnancy on the magical waters of Kununurra. This has made headlines around the world and I have been contacted from as far afield as Hong Kong, from people wanting to know more. I'm sure people in the East Kimberley are bottling that water and making the most of the opportunity.

Glen Chidlow-CEO

Highlights

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'Australia' The Movie Campaign

ANW is conducting a range of intrastate marketing activities to capitalise on the upcoming release of Baz Luhrmann's *Australia*. The multi media campaign is designed to capture the key dates surrounding the movie, as well as allow for the historical main booking periods for the region. The campaign includes:

Press . The production of a stand-alone publication entitled *'The Real Australians'*, being released in *The West Australian* on the 22nd November. This 24 page insert details a diverse range of characters living in the Kimberley and includes an introduction from Baz Luhrmann.

Television . a commercial has been developed using similar imagery to that in the movie and will be screened on commercial channels in WA in Nov/Dec and again in February.

Cinema . Using similar imagery as in the television commercial, an advert will be screened in select Perth cinemas for three months from 1st November.

Outdoor . Stunning imagery of the Kimberley and its links to the movie *Australia* will be positioned in 5 sites around Perth for one month from 17th November.

There are also opportunities for members to promote their own product in a press campaign running on 29th November, 24 & 31 January, and 7 & 14 February, in *The West Australian*. A prospectus will be made available shortly to members detailing how to get involved.

Tourism Western Australia is also running a campaign in the key markets of Sydney and Melbourne and there is opportunity for operators to become involved. Details are included in a prospectus that has been developed and interested parties should contact either Glen at ANW or Ross Gregory at Tourism WA - Sydney office on 02 8262 4100.

Virgin Blue announces additional services

In a positive move for the region, Virgin Blue will be commencing services to Newman and Karratha later in October, and they have already commenced an additional service to Broome. This will hopefully attract additional visitation to the region through greater air capacity and competition.

www.australiasnorthwest.com

The new www.australiasnorthwest.com is now live. If you have not updated your information on ATDW or filled in the forms to do so, your information may be out of date. ANW cannot edit your information without your authority and input. Check out the site today and make sure your business is getting the best exposure possible.

ANW Annual General Meeting

Australia's North West Tourism AGM will be held on **16th October 2008** at 4pm at the

Mangrove Hotel, followed by a cocktail function from 6- 8.30pm at Matsoꝑ Broome Brewery. Please RSVP to info@australiasnorthwest.com by 9th October. If you would like a copy of the annual financial report prior to the AGM please email info@australiasnorthwest.com

Kimberley TAFE Hospitality and Tourism Courses

Kimberley TAFE are running a Diploma of Hospitality/Tourism that is aimed at individuals wishing to work as a manager in the hospitality and tourism industry. Additionally. The TAFE are also running a number of one day courses to provide a statement of attainment in the Responsible Service of Alcohol. For further information, contact Fleur Ramsay at the Broome TAFE campus on 9192 9124 or fleur.ramsay@kimtafe.wa.edu.au

Member Profile

Broomeꝑ Pearling Lugger Experience offers great morning and sunset sailing cruises onboard the 100 year old original lugger ~~Intombiq~~ The Intombi will be sailing over the 2008/9 wet season which offers locals and visitors another touring option during the summer. www.broomelugger.com

Message from MGIB - Corporate Travel

If Principals, Directors or Employees travel overseas, interstate or fly intrastate, you are able to have a policy to cover your business and private travel requirements. Many business people arrange an individual travel policy for each trip which is inconvenient and expensive.

A Corporate Travel policy will:

1. Save you premium.
2. Save you time.
3. Offer broader cover.
4. Can include cover for hire car excess.

For further information please contact Annabelle Carpenter on 9192 5277
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 Roebourne, Shire of Ashburton, Port Hedland Port Authority and The West Australian.

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