

February 10, 2012

*Talking Tourism* is Tourism Western Australia's e-newsletter detailing all the latest news, events, products and other information of interest to you in the WA tourism industry.

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## Tourism WA news

### Margaret River region ecotourism site released

Expressions of interest are being sought from private investors and tourism operators interested in a unique ecotourism opportunity at Wharncliffe Mill, in Bramley National Park. The site will be released as part of the State Government's [Naturebank program](#). The program aims to position Western Australia as a premier ecotourism destination and is jointly managed by Tourism WA and the Department of Environment and Conservation, with funding from Royalties for Regions. The site was selected because it had existing budget-style facilities with potential for a quality ecotourism operation offering unique environmental experiences. To view the expression of interest click [here](#).

### Regional event funding applications close February 16

Applications for Eventscorp's 2012/13 Regional Events Scheme (RES), which is jointly funded by Royalties for Regions, close on February 16. Event organisers can apply for funding between \$5,000 and \$50,000 for smaller, developing regional events held between July 1, 2012 and June 30, 2013. For more information on the Regional Events Scheme click [here](#) or contact [Eventscorp](#) on 9262 1932.

### WA feature in New Zealand's *Sunday Star Times*

To broaden New Zealand's connection with Australia beyond the east coast, Tourism

Australia has launched another phase of its campaign, *There's nothing like Australia*. The campaign is a partnership with Fairfax Media and Qantas, and showcases '[Australia's amazing 100 experiences](#)'. New Zealand travel writers contributed 100 personal Australian experiences and stories that show why there's nothing like Australia and consumers are invited to vote on their favourite experience to go in the draw to win an Australian holiday. Tourism WA supported the campaign with a familiarisation visit to Perth and the South West, arranged by Tourism Australia, for Stephanie Holmes from Fairfax Media's *Sunday Star Times* in New Zealand. Ms Holmes' article can be viewed [here](#). The *Sunday Star Times* has a circulation of 167,570.

### **Extraordinary WA on show**

Western Australia has received some good national television exposure recently, appearing as the premier destination in Channel 9's *Excess Baggage* (before it was moved to the digital channel GO!) and featuring in Australia's highest rating drive program, *Pat Callinan's 4X4 Adventures* on Network 10. On Saturday, February 11 at 4pm also on Network 10, the extraordinary fishing adventures of Australia's Coral Coast will be showcased on *Escape with ET*, as a result of a broadcast visit and promotion that was supported by Tourism WA and Sal Salis.

## Industry news

### **Boost your tourism business**

The Small Business Development Corporation's next Tourism BOOST workshop will be held in Armadale (Wednesday, March 7), Perth (Thursday, March 15) and Broome (Monday, April 30). Tourism BOOST is a full day workshop designed to help small businesses increase their sales through practical online and offline marketing tips. To find out more about Tourism BOOST or to register your interest in attending or hosting a workshop please click [here](#).

### **Kalbarri Visitor Centre Manager required**

A professional and customer service oriented person is required to manage the Kalbarri Visitor Centre. The successful applicant should have excellent interpersonal skills, the ability to lead a team and good computer skills. A working knowledge of Bookeasy System would be desirable. Applications close on February 24, 2012. For more information please contact [Margi Peet](#).

### **Tourism summit helps businesses with sustainability**

Tourism businesses are invited to the Qantas Sustainable Tourism Summit on ways to combine sustainable operations with effective marketing. With Australia's carbon price system coming into effect on July 1, there is an opportunity for tourism businesses to take part in green investments and operate more sustainably. Set for Friday, March 2 at the Sebel Cairns, speakers include Tourism Australia Managing Director, Andrew McEvoy; ABC's Gruen Planet panelist, Todd Sampson; and WWF Australia CEO Dermont O'Gorman. To register for the event click [here](#).

### **Nominations open for heritage awards**

Nominations are open for the Heritage Council's 20th [Western Australian Heritage Awards](#). These annual awards showcase excellence in revitalising heritage places, setting standards for interpretation, conservation and adaptive reuse of places on the State Register of Heritage Places. There are 11 award categories, including one for an Outstanding Heritage Tourism Product. Exceptional conservation projects will be showcased in the Asia-Pacific region in partnership with the Office of Heritage and UNESCO.

### **Perth International Arts Festival to entertain crowds**

The [Perth International Arts Festival](#) (PIAF) starts today and will run until March 3, 2012. PIAF is the longest running, annual international multi-arts festival in the southern hemisphere offering some of the world's best theatre, music, film, visual arts, literature and free community events. Don't miss the free Lotterywest Festival Celebration performance titled *Place des Anges* tomorrow night at 8pm between the Council House and St George's Cathedral. The performance is sponsored by Eventscorp, Lotterywest, City of Perth, Institut Francais and the family and education partner, Rio Tinto.

### **Nation's top track and field stars to compete in Perth Track Classic**

Up to 20 invited international track and field stars will compete alongside Australia's top athletes in the Go for 2&5 Perth Track Classic. Be there for your chance to see Aussie heroes like world champion hurdler Sally Pearson go head to head with overseas rivals. The event is held tomorrow at the WA Athletics Stadium. For more information on the Perth Track Classic click [here](#).

### **WA's premier country music festival to rock Boyup Brook**

The five-day [Boyup Brook Country Music Festival](#), held from February 15-19, 2012, is Western Australia's premier country music event. Visitors will get to enjoy the WA Country Music Awards and the Boyup Ute and Truck Muster plus arts and street performances. The event will also feature Australia's biggest Bush Poets Breakfast.

### **Busselton to host largest yachting regatta**

Celebrating its 10th anniversary this year, the [Geographe Bay Race Week](#) is Western Australia's longest running and largest annual yachting regatta. More than 100 yachts and 1,000 sailors are expected to set sail from Busselton's Port Geographe Marina in this eagerly anticipated event. The action continues on shore with a range of family friendly activities. The event is held from February 17-24, 2011.

### **Harness racing action at Gloucester Park**

Regarded as the 'Melbourne Cup' of harness racing, the [V75 Inter Dominion Championship Final](#) is Australia's only million dollar pacing event. Perth's Gloucester Park was the birth place of the Inter Dominion, hosting the initial championship in 1936 and since then the Inter Dominion has developed into one of the world's great harness racing events. The event is held on February 17, 20, 24 and March 2.

### **South West's finest beer showcased**

For the first time, the best of the South West craft breweries will come together for a celebration of the region's produce, music and, of course, beer. The [South West Craft Beer Festival](#) enables festival goers to sample the region's finest brews. Other activities include staged performances and a children's amusement area. The festival is held from February 25-26, 2012.

### **Cottesloe Beach showcases extraordinary sculptures**

Iconic Cottesloe Beach will be transformed into a stunning sculpture park when more than 70 local, interstate and international artists display their unique works of art from March 1-19, 2012. Now in its eighth year, Sculpture by the Sea on the shores of the Indian Ocean has become one of Perth's largest free public events. For more information click [here](#).

## **Taste the delights of the Great Southern**

Taste Great Southern showcases the rich and diverse flavours of one of Western Australia's most beautiful destinations. Events will take place in various locations such as Perth, Albany, Denmark, Mount Barker, Porongurup, Broomehill and Kojonup. The festival also features long table lunches, markets, tastings, master classes, exhibitions, workshops and celebrity guest chefs. Events will be held from February 11, 2012.

## **Nannup comes alive with the sound of music**

Visitors to Nannup will enjoy national and international musical talent from March 2-5 at the Nannup Music Festival. The Nannup Music Festival celebrates its 23rd year with a diverse program of concerts, workshops, dance and activities for children and young people. It will also feature more than 80 acts over the weekend, entertaining thousands of music lovers.

